

*Hang Your Hat In History*  
OZONA CHAMBER OF COMMERCE  
& VISITOR CENTER PARK

P.O. Box 1135, 505 15th Street, Ozona, TX 76943  
325/392-3737, 325/392-3485 Fax, www.Ozona.com



## CHAMBER DIALOGUE

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### **The Chamber of Commerce recognizes Fort Lancaster State Historic Site as our Business of the Month**

Fort Lancaster is honored to be recognized by the Ozona Chamber of Commerce as the Business of the Month!

Middle: Jefferson Spilman-Site Manager, Right: Wilson White-Site Educator, Left: Glen Korth-Maintenance Supervisor, and not pictured is Debbie Korth-Office Manager

We appreciate the support from the local community,” said Jefferson Spilman, Site Manager

Fort Lancaster is located 30 miles west of Ozona on Texas Highway 290. Built to protect westward travelers, today Fort Lancaster serves as a Texas Historical Commission State Historic Site. “Our fort ruins, Visitor Center, and surrounding landscape offer a tremendous experience. At Fort Lancaster you can see and learn what it must have been like to live on the western frontier,” said Wilson White, Site Educator.

Fort Lancaster State Historic Site spans 82 acres and preserves the ruins of an 1855-870s military post. The fort played an important role in westward expansion by protecting mail carriers, wagon trains, and settlers traveling the San Antonio-El Paso Road. The site contains the fort ruins, Visitor Center, trails, and interpretive signs. The recently renovated Visitor Center includes a new exhibition featuring artifacts, historical images, map, scale models, firearms, soldier/laundress dress-up station, and a life-sized camel replica. The building also has a conference room, museum store, shade canopy, and restrooms. There are several picnic tables on site available for use.

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## CONTINUED FROM PAGE 1: BUSINESS OF THE MONTH

“When traveling to Fort Lancaster, from Ozona, remember to stop at the scenic overlook on Lancaster Hill. There you will get the view the pioneers saw when they traveled west. The overlook is two miles east of the Fort,” said Wilson White.

“We offer group tours, special events, classroom presentations, outreach programs and every May we host an annual living history event. During Western Frontier Days, Fort Lancaster comes alive with live animals, a chuck wagon, soldiers, and pioneers. Hear their stories and experience Texas frontier life through cooking demonstrations, soldier duties, livestock, and live camels. Next year’s event is May 19 & 20, 2017. We plan to highlight Armed Forces Day and the 150<sup>th</sup> Anniversary of the Battle of Fort Lancaster,” said Jefferson Spilman. “Fort Lancaster represents the rich history of the American West.”

The site is open seven days a week, 9 a.m.–5 p.m. Admission is \$4 for Adults, \$3 for Children (ages 6-18), and Children (ages 5 and younger) are FREE. We are closed Thanksgiving Day, Christmas Eve, Christmas Day, New Year’s Eve, and New Year’s Day. School Group admission is \$1 per student and advance reservations are required. Outreach programs are FREE. Golf carts to tour the site are available on a first-come, first-served basis.

The Ozona Chamber of Commerce would like to recognize Fort Lancaster State Historic Site as an asset to our community, as well as applaud their efforts to maintain a quality facility that preserves the history of our county and region. We would like to thank them for their contributions and commitment.

For more information visit the forts website at [www.visitfortlancaster.com](http://www.visitfortlancaster.com) or call 432-836-4391 or visit their Facebook page: Fort Lancaster State Historic Site. The fort is located at 629 Fort Lancaster Rd. Sheffield, TX 79781.

### Happy Anniversary

**The Ozona Chamber of Commerce would like to wish the following members a *Happy Anniversary* and thank them** for their partnership, continued support and investment in their community, our organization and its programs and services. Our sincere appreciation goes to:

#### AUGUST

Ozona Environmental-1998  
 Esperanza Ranch - 2005  
 Angelo State University - Small Business Development Center - 2006  
 Twistflower Ranch - 2006  
 Devon Energy Corporation - 2008  
 Ad-Art deSigns - 2009  
 Close to Our Hearts Country Store - 2010  
 Noelle Land & Mineral - 2011  
 Kenny Blanek's Village Cafe & Catering - 2012  
 Mesquite Trading Company, Inc. - 2014  
 Lopez Construction and Remodeling - 2015



## Chamber President Recognized

The Texas Chamber of Commerce Executives (TCCE) is renowned as the associations for chamber States. TCCE is an executives from across the improve the business climate ways to enhance the quality of they represent.

Since 1906, TCCE has been professional growth of providing leadership for



Chamber President - Shanon Biggerstaff-Middle

its many publications and

networking opportunities including the annual conference held each summer, mini-conferences, and other meetings with the purpose of bringing executives together to exchange ideas and success stories.

This year's state conference was held in Corpus Christi, June 19-21. Over 225 people attended the conference, with chamber professionals representing some 120 communities. Shanon Biggerstaff, President, represented the Ozona Chamber of Commerce.

During the Annual Excellence Awards Dinner & Celebration, Biggerstaff was presented with an award in recognition of her outstanding service and dedication to the Chamber of Commerce profession for 25 years.

"While the sessions always offer good information, networking with your peers is also a very productive part of these conferences. Having a chance to visit with executives from other rural, urban and metropolitan communities, gives you an opportunity to share experiences. We talk about what works, and what doesn't, the challenges and resources available and needed to accomplish our goals at home. No two communities are the same. You take what you learn and tailor that knowledge to fit your community", says Biggerstaff.

"As a member of TCCE, the resources through this organization are invaluable to the Ozona Chamber of Commerce. It's also great fun to spend time with such an enthusiastic group of people who truly care about the future of their towns they represent".

Commerce Executives oldest and one of the largest executives in the United organization of chamber state, working together to in Texas, while developing life in the communities that

enhancing and promoting the chamber executives by chamber employees through

resources. There are many

### Mark Your Calendars for the following activities

**FMI go to [www.ozona.com](http://www.ozona.com) or Follow us on Facebook: OzonaChamber**

Wednesday, August 10th - 4-5:00 p.m., DC to DQ, Meet & Greet with Congressman Will Hurd

Wednesday, August 24th - 11:30 a.m., Ribbon Cutting for Nana's Homestyle Cooking

Thursday, September 29th - 9:30 a.m.-5:00 p.m. Quickbooks Basic Course

***DETAILS FOR ALL OF ABOVE EVENTS ENCLOSED ON SEPARATE FLYERS***



### Sending Us Your Photos Is Working!

We would like to thank those of you who have responded to our request for photos in Ozona and Crockett County. The Chamber is trying to expand it's photo library that we use on our web site, our Facebook page and in advertising in an effort to market and bring business to Ozona. We also use cute generic photos as well. Below are some examples we marketed to Houston, San Antonio, Austin, Dallas, and El Paso via our Facebook page, encouraging travelers to stop in Ozona on their way to their destination. To give you some idea of what we are looking for, following are pictures with captions we have used on the Chamber Facebook page, the number of times each post was liked and shared, and the number of people reached.



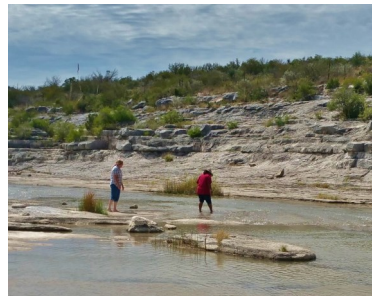
Has the holiday hubbub left you cuckoo? Get off the road, slow down and enjoy the local attractions in Ozona.  
Reached 86,442 people



This is your last chance! Where will you run away for your Valentine's Day weekend. Find ideas at ozona.com.  
Reached 59,774 people



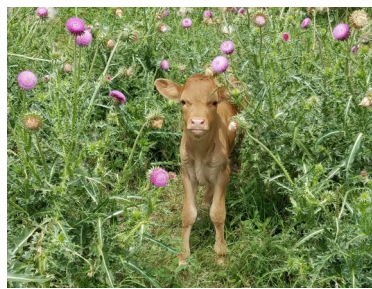
Are your taste buds looking for something different?  
Dining in Ozona offers a rainbow of variety!  
(goats were dyed rainbow colors)  
Reached 31,388 people



As Dr. Seuss says, you have brains in your head...you have feet in your shoes...you can steer yourself any ole direction your choose. Choose Ozona.  
Reached 24,534 people



Dog days of summer have begun! It's ruff.....but if you are looking for a place to lounge, Ozona makes a great stop! Reached 32, 131 people



You don't need magic to disappear - all you need is a perfect place to hide-away! Ozona makes a great stop!  
Reached 99,714 people.

If you are a photographer, or know someone whose hobby is photography, who takes a lot of pictures in Crockett County and would be willing to share, please contact our office at 392-3737.

***PLEASE KEEP THEM COMING!***



## Who walked into the Chamber of Commerce & Visitor Center in June

### Visitor Center

- Walk-in traffic into the Visitor Center for the month of June-526 people
- Where are they from? Texas visitors-302, Out of State-121, Local-94, Foreign-9
- Year to date traffic into the Visitor Center is 3,162, a 21.67% increase over the same period last year.
- Top states visiting Ozona in June-CA, AZ, NM, FL, IL
- Top cities visiting Ozona in June-San Antonio, San Angelo, Houston, El Paso, Austin
- Year to date Chamber related inquiries 20%, Tourism related 80%
- Week days in order of the busiest in June-Friday, Thursday, Monday, Wednesday, Saturday, Tuesday
- Top Requested Items in June-General Tourism, Interpretive Trail, Maps/Directions, Lodging, Restaurants



### Advertising

-Year-to-date the Chamber has filled, in response to our advertising, 6,805 requests for information on Ozona. An additional 1,779 brochures have been handed out to walk-in visitors and mailed to state wide Travel Centers.

## What Services are sought at [www.Ozona.com](http://www.Ozona.com)

For the month of June, at [www.Ozona.com](http://www.Ozona.com), there were 1,079 business directory searches, and 1,964 actual *member page hits*! **These are people searching for YOUR services. Following are the top members that received 20 or more page hits:**

Ozona Truck Trailer & Emergency Repair-54	Devon Energy-45
Ozona Cable & Broadband-42	Venegas Construction-42
Will M. Black Real Estate-40	Wool Growers Central Storage-40
Pizza Mia on the Square-39	Crockett County Water Control & Improvement-36
The Ozona Stockman-36	Family Health Center of Ozona-35
Barnhart Shaw's General Repair-30	Ozona Flour Mill & Goods-28
Pon Seahorn Real Estate-28	The General Store-27
L & B Automotive-26	Sunoco Energy Services, LLC-25
Lopez Construction & Remodeling-24	Ozona Chamber of Commerce-24
Super 8 Motel & RV Park-24	Encino RV Park-22
Monster Roadside Tire & Lube-22	Ozona Country Club-22
Treto's Tire & Towing-22	AEP Texas-20
Daylighter Rentals, LLC-20	Discovery Natural Resources, LLC-20
J. Cleo Thompson-20	

As demonstrated above, the Chamber of Commerce & Visitor Center is the front door to our community. ***So are you taking advantage of your member services?***

**What is Ozona.com doing for our members and the community?**

For **June 2016**, Ozona.com had 3,072 sessions: 2,410 new 662 returning.

Of these 3,072 sessions, there were 5,588 page views – of these 4,731 were unique (1st time views)

The 3,072 sessions were from 61 countries and 2,679 sessions were from US.

**Top 5 States:**

Texas	2,113
California	94
Arizona	42
Florida	38
Louisiana	36

**Top 5 Texas Cities:**

Dallas	298
Austin	247
Houston	245
Llano	174
San Antonio	135

**Top 20 Content Searches**

1. Homepage	1,262	11. Itinerary	82
2. Mobile Homepage	779	12. Day Trips (Area Attr.)	72
3. Hunting Leases	507	13. County Officials	71
4. Lodging	194	14. Hot Deals	71
5. Restaurants	178	15. Location	70
6. Local Attractions	156	16. Mobile Local Attractions	66
7. Events Calendar	124	17. Chamber of Commerce	64
8. Public Services	112	18. Membership Directory	64
9. Job Postings	88	19. Mobile Restaurants	62
10. Mobile History	83	20. Weather	58

**Chamber Master (Membership Directory Data Base)**

Business Directory Searches	1,079	Hot Deal Hits	347
Hot Deal Searches	152	Member Page Hits	1,964
Job Searches	113	Job Posting Hits	7

**Top Searched Chamber Master Service Categories:**

Roadside Assistance	35	Restaurants/Fast Food	10	Clothing	8
RV Parks	13	Mechanics	9	Gifts	8
Oil & Gas Services	11	Real Estate	9	Hunting	8
Feed Store	10	Auto Repair	8	Media	8

**Social Media Pages**

**Facebook**

4,454	Fans
88	New Likes
198,532	Total Paid Reach
4,822	Total Organic Reach
9,138	People Engaged
110	Daily Logged-in Page Views
41,498	Ozona Campaign-Results
16,494	Ozona Campaign-Reach

**Google+**

1,078	Search
11	Google+ Page Views
53	Post Views
1,886	Photo Views
14	Clicks to Website
23	Clicks for Driving Directions
11	Clicks for Phone Calls

**Twitter**

57	Total Followers
3,360	Impressions

**Pinterest**

13	Total Followers
0	Total Likes
5	Repins
1,421	Impressions
930	Users Reached
3	Clicks on Pins

**Instagram**

54	Total Followers
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