

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

The Ozona Chamber of Commerce recognizes The Café Next Door as our Business of the Month

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The Café Next Door was purchased and reopened by owner Jane Richardson in March 2014. “There are a limited number of restaurants in Ozona, so Jane wanted to maintain something local for the community,” said Manager Laura Borrego.

“Probably 75% of our business is made up of travelers who come off the interstate, but we still have a number of local regulars that come in every day. Since I have been managing the restaurant, I am amazed at the number of local people who have actually never stopped in. We want all residents of Ozona to know that our goal is to provide a warm and welcoming atmosphere for everyone,” said Laura.

“We have 15 employees here, all of which have been here for at least a year. We work very well together and very hard at providing the best service and family-style cooking. The most requested item on the menu is the Chickado Salad which is a bed of lettuce topped with chicken salad stuffed in an avocado and garnished with celery and carrots. The second is our Pattie Melt sandwich and the dessert most requested is the coconut cream pie. We offer daily soups, vegetarian, gluten and dairy-free options as well.

If you are looking for an unbiased opinion about our restaurant, we invite you to check out Trip Advisor and Yelp for the positive reviews we are very proud of.”

The Café Next Door menu includes a variety of salads, sandwiches, house favorites such as chicken fried steak, steak fingers or pork chops, Mexican food, a kids korner menu and breakfast served until 11am daily.

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Left to Right: Manager Laura Borrego, Belinda Veloz, Lisa Mendez, Alma Medina, Mario Rios, Vanessa Tobar, Melinda Galindo, and Santiago Vargas. Employees not shown are Leandra Hernandez, Zoe Jones, Elizabeth Reyes, Maria Rodriguez, Laura Damian, Joe Borrego, Jacob Talamantez and Kaylen Hernandez

Business of the Month-Continued from Page 1

The Café Next Door is now also offering catering services. They have catered to the Wounded Warriors visiting Ozona, the middle school and the National Junior Honor Society.

The Ozona Chamber of Commerce would like to recognize The Café Next Door, the staff and owners for their hard work. We would like to recognize their commitment to provide a product and service which the community of Ozona can be proud.

The Café Next Door is located at 502 14th Street and open seven days a week from 6 a.m. to 9 p.m. For more information you can reach them by calling 325/392-3560 or e-mailing: cafe@richardson@dq.com or visit their Facebook page: The Café Next Door.

HAPPY ANNIVERSARY

The Ozona Chamber of Commerce would like to wish the following members a *Happy Anniversary* and thank them for their support of the community, our organization and its programs and services. We would like to recognize and express our *SINCERE* appreciation to the following members who joined during the month of March:

- KYXX Ozona 94.3 FM Real Country -
Travelodge - 1996
- Wool Growers Central Storage - 1996
- Circle Bar Truck Corral - 1997
- John Stokes, C.P.A. -
Ozona Country Club - 2000
- Triple C Hardware Lumber & Rental, Inc. - 2002
- Escondido Draw Recreation Area - 2008
- Will M. Black Real Estate - 2010
- Natgas, Inc. - 2010
- Ozona Flour Mill & Goods - 2012
- Nana's Homestyle Cooking - 2015
- Baggett "Bandera" Ranch - 2016



Chamber Welcomes

New Members & Board of Director

The Chamber would like welcome its newest Individual Members

Brad & Janet Thompson. Janet has also volunteered to serve out the remaining term of a former Board



of Director. We thank Brad and Janet for their support and appreciate Janet's willingness to serve this organization and her community.

We also welcome new Business Member:

MAC-Mike's Auto Care

Michael Medina / Manager
 Griselda Medina / Bookkeeper
 606 11th Street, P.O. Box 1531
 Ozona, TX 76943
 325/392-3533 shop, 325/234-9994 (Mike), 325/206-4502 (Grizz), or e-mail: grizzm1969@aol.com

New tire sales, 24 hour road service, oil changes, Interstate and AC Delco batteries, state inspections, minor mechanical repairs such as brakes, shocks, and alternators. Car washes and tire repair. Cooper & Hercules Tire Dealer.





Crockett County is on the map and receives wildlife trail signs

In October of 2015 the Ozona Chamber of Commerce hosted the celebration and launch of the new Heart of Texas West Wildlife Trail driving map published by Texas Parks & Wildlife (TPWD). One of nine in the Great Texas Wildlife Trails Program, these wildlife and birding maps will guide travelers to the best nature viewing spots in the state.

The Heart of Texas West Map (HOTW), stretches north from San Angelo down south to Del Rio, west from Ozona and east into the Texas Hill Country. Included in the map are 115 sites and 12 separate loops, or trails, each of which encompasses an array of wildlife, nature and birding sites. The map furnishes information about trail locations, detailed instructions on how to reach each site and GPS coordinates where available.

“We have been working with local and area attractions as well as TPWD for several years now to insure that the new map includes our county. There were no attractions in Crockett County on the previous map. Now included is the Crockett County Interpretive Trail (located across the parking lot from the Visitor Center), Fort Lancaster Historic Site, Escondido Draw Recreation Area, Twistflower and Jarrett Juno ranches,” said Shanon Biggerstaff, President of the Chamber. “The TPWD has provided signs all of which have now been installed at these five locations, leading travelers to the attraction they seek on the map, and alerts them as to which trail system they are traveling.”

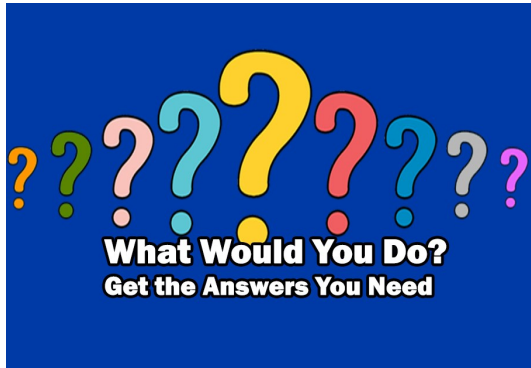
The HOTW maps are available at the Ozona Visitor Center and on the Texas Parks & Wildlife web site. Over 400,000 of these maps are distributed each year.

Deadline Approaching—Mark your calendars

We hope that you are planning to join us for the **54th Annual Chamber of Commerce Banquet**. Deadline to make or cancel reservations is Monday, April 2nd. The banquet is Thursday, April 5th. Doors open at 6pm.

Our first **Lunch & Learn** will be held on Tuesday, April 24th, from 11:30 a.m. to 1:30 p.m.. The Texas Parks & Wildlife Law Enforcement Division will speak with attendees on what to do and how to survive if you are involved in a mass shooting. Enclosed you will find a flyers with additional information and how to sign-up.

For more information about the above events you may also call 392-3737



Who walked into the Chamber of Commerce in February

Visitor Center

- Walk-in traffic into the Visitor Center in February was 407 people
- Where were they from? Texas visitors-197, Out of State-103, Local-76, Foreign-31
- Year to date walk in traffic is 707.
- Traveling: East-180, West-97, North-11 and South-3
- Top visiting states for the month were-AZ, MI, MN, CA, IA, WI
- Top visiting cities for the month were-Midland, Austin, Odessa, San Antonio, El Paso, San Angelo
- Weekdays in order of the busiest in February were Thursday, Wednesday, Tuesday, Friday, Monday, Saturday
- Year to date Chamber related inquiries 16%, Tourism 84%
- Top requested items or services for the month were: general tourism, restaurants, lodging, directions, Interpretive Trail



Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 726 requests for information on Ozona. An additional 333 brochures have been handed out to walk-in visitors and mailed to statewide Travel Centers

What services are sought at www.Ozona.com

For the month of February, at www.Ozona.com, there were 368 business directory searches, and 921 actual *member page hits*! **These are people searching for YOUR services. Following are the members that received 10 or more page hits this month:**



Fred H. Chandler Ranching-92
 Family Health Center of Ozona-39
 Venegas Construction, LLC-37
 CCWC&ID-23
 Stokes Drilling Company-21
 Will M. Black Real Estate-20
 KYXX Ozona 94.3 Real Country-18
 DCP Midstream Partners, LP-15
 Clegg Heritage Ranch-14
 Sunoco Energy Services, LLC-13
 Crockett County Abstract Company-10
 Clegg Heritage Ranch-10

Encino RV Park-60
 Epic Permian Operating, LLC-38
 Wool Growers Central Storage-33
 Pikes Peak Energy Services, LLC-23
 L & B Automotive-20
 VIP Ranch Company-19
 AirMedCare Network-15
 Jack & Janie Riggs Ranch, LTD-15
 J. Cleo Thompson-13
 Ozona Flour Mill & Goods-12
 Esperanza Ranch-10

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

For **February 2018**, Ozona.com had 4,281 sessions: 3,153 new users 540 returning users

Of these 4,281 sessions, there were 8,598 page views – of these 6,526 were unique (1st time views)

The 4,281 sessions were from 56 countries and 3,142 sessions were from US.

Bounce Rate: 73.21%

Average Session Duration: 00:01:53

Top 5 States:

Texas	2,521
California	58
Louisiana	57
Florida	52
Arizona	45

Top 5 Texas Cities:

Houston	435
Dallas	389
Austin	321
San Antonio	133
Ozona	91

Top 20 Content Searches (Tie for 20th)

1. Hunting	1,930	12. Restaurants	110
2. Homepage	1,872	13. Visitor Guide	87
3. County Officials	470	14. Business of the Month	87
4. Local Attractions	255	15. Newsletter	87
5. Location	210	16. Membership Directory	74
6. Area Attractions	189	17. Job Postings	72
7. Photo Gallery	188	18. Chamber of Commerce	71
8. History	140	19. City/County Maps	60
9. Lodging	139	20. Contact Us	59
10. Event Calendar	131	21. Interesting Facts	59
11. Public Services	110	22. Pandale Crossing	59

Chamber Master (Membership Directory Data Base)

Business Directory Searches	368	Hot Deal Hits	110
Hot Deal Searches	392	Member Page Hits	921
Job Searches	85	Job Posting Hits	15

Top Searched Chamber Master Service Categories:

New Construction	12	Carpentry	4	Construction	2
Roadside Assistance	7	Fish and Chicken	3	Drive-Thru Car Wash	2
Feed Store	6	Hunting	3	Grocery	2
Oil & Gas Services	5	Restaurants	3	Water Well Service	2
Welding Supplies	5				

Social Media

Facebook Tourism

6,172	Beginning Fans (1-31-18)
6,228	Ending Fans (2-28-18)
56	Net Likes
105,932	Total Paid Reach
10,456	Total Organic Reach
6,240	People Engaged
8,127	Daily Viral Reach
390	Daily Logged-in Page Views
130,041	Total Impressions of All Posts
4	Ozona Campaign-Results
2001	Ozona Campaign-Impressions
1,043	Ozona Campaign-Individuals Reached

Facebook Business

0	Beginning Fans (1-31-18)
21	Ending Fans (2-28-18)
21	Net Likes
5,992	Total Paid Reach
117	Total Organic Reach
87	People Engaged
32	Daily Viral Reach
399	Daily Logged-in Page Views
8,488	Total Impressions of All Posts
56	Ozona Campaign-Results
17,948	Ozona Campaign-Impressions
2,073	Ozona Campaign-Individuals Reached

Google

405	Search
5,278	Total Google Business Page Views
5,038	Listings on Map
495	Listings on Search
1,402	Photo Views
34	Clicks to Website
30	Clicks for Driving Directions
5	Clicks for Phone Calls

Twitter

76	Total Followers
3,171	Impressions