

OZONA CHAMBER OF COMMERCE & VISITOR CENTER PARK

P.O. Box 1135, 505 15th Street, Ozona, TX 76943

325/392-3737, www.Ozona.com

Facebook Tourism Page: OzonaChamber

Facebook Chamber Page: OzonaChamberBiz



CHAMBER DIALOGUE

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March 2021

The Ozona Chamber of Commerce recognizes Rusty Gold on the Square as our Business of the Month

The Shaffer's came here in 1994 working in the oil and gas industry.

"We paid our dues and now 27 years later we are retired / semi-retired and running the retail business Rusty Gold on the Square," said Ray Shaffer.

"After working in the oilfield business for 42 years, I retired in 2013, and we started our own business.

"The resale vintage shop was a nice change. I've always been a salesman. Selling a vintage desk is the same as water trucks. You just have to find the right customer. The last 8 years have been wonderful. We have met people from all over the world and the U.S. The best friend I have met is 'Google'.

We shop and buy items, but mainly people will clean house, donate, or better, they invite us to clean a barn, or come get items they have set aside.

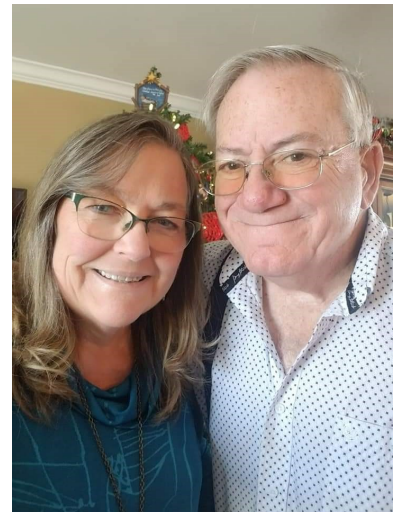
When you get those items, they have to be cleaned up, and then Google and I

will research to find out what it is, when it was made, how it was used, and how much it's worth. I have learned so much. And it can really get your blood pumping and get you so excited while researching and then talking to people about it. I love history, so this truly is something I love.

"The people that visit our store love history as well. They enjoy hearing about the history of the store, the history of the town square and buildings that surround it, the history of the homes on 11th street, and the history of the county. I try to be the best historical director I can until the salesman in me comes out," said Ray jokingly.

"Kay and I thank everyone that has supported us through shopping, donating, or just sitting on the front porch talking. Your donations are always welcome and appreciated. Ya'll come see us."

The Ozona Chamber of Commerce would like to recognize Rusty Gold on the Square for their professional and Texas Friendly service provided to the residents of Crockett County and the travelers who provide an economic impact to the community.



Owners left to right: Kay and
Ray Shaffer

Rusty Gold on the Square is located at 1010 Avenue E right on the town square. They are open Tuesday thru Friday, 11am-6pm, and 10am-3pm on Sundays. You can reach them by calling 325/206-4020.

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:

Wool Growers Central Storage - 1996
 KYXX Ozona 94.3 - 1996
 John Stokes, C.P.A. - 1997
 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
 Baggett "Bandera" Ranch - 2016
 Brad & Janet Thompson - 2018
 MAC Mike's Auto Care - 2018
 Ozona Community Center - 2019
 King Construction & Remodel LLC - 2019
 Johnson RV Park - 2019
 Emerald R.V. Campground - 2020



You can help us market Ozona

The Ozona Chamber of Commerce markets our local and surrounding businesses and attractions using social media platforms. As you know, when the oil and gas industry is NOT booming, our town then depends upon the traffic off the interstate to stop and spend money in our town. **HELP US TO HELP OZONA.** Spring has sprung and people are beginning to make their travel plans. Visit our web site and Facebook page. Share with your family and friends, who will share with their family and friends, activities available in Ozona. Go to Ozona.com, click on Tourist Info, then Travel Itineraries for ideas on what to do while in and around Ozona. You will find itineraries for less than two hours, a half-day or full day, and scenic driving tours, motorcycle routes and more. Sharing with your family, friends and co-workers is the best way to market Ozona.

Go to www.Ozona.com and check out Travel Itineraries
Go to [www.Facebook.com/OzonaChamber](https://www.facebook.com/OzonaChamber) to "like" and "share" our page.

**You can find us
online at:**



Welcome new member

Lone Star Contracting, LLC

Lorenzo Slater Chapa-Owner

1725 Cox Lane

San Angelo, TX 76903

325/617/4521

Fax: 325617-4523

www.LSC.Texas.com

E-Mail: Info@LSC-Texas.com

Plumbing services & supplies

Location in Ozona opening soon!



Who walked into the Chamber of Commerce in February 2021

Visitor Center

- Walk in traffic into the Visitor Center in February was 326 versus 708 in 2020
- In February Locals-63, Texas visitors-153, Out of State-109 and Foreign-1
- Traveling: East-176, West-67, North-17 and South-0
(this number represents only those that share with us their destination)
- Top visiting states for the month of January were-CA, AZ, NM, PA, CO, IL, MI, NE
- Top visiting cities for the month were-El Paso, San Antonio, Houston, Austin, Fort Stockton.
- Weekdays in order of the busiest in February were Tuesday, Friday, Wednesday, Thursday, Saturday, Monday
- Year-to-date Chamber related inquiries 15%, and Tourism related inquiries 85%
- Top requested items or services for the month were: directions, maps, Interpretive Trail, phone books,



Advertising

- Year-to-date the Chamber has filled 292 requests for information on Ozona. Ozona brochures are handed out to walk-in visitors and mailed to statewide Travel Centers or inquirers.

What services are sought at www.Ozona.com

For the month of February at www.Ozona.com, there were 9,415 business directory searches, and 2,094 actual *member page hits*! **These are people searching for YOUR services. Following are the members that received 10 or more page hits this month:**

Encino RV Park - 117	Epic Permian Operating LLC - 21
Sunoco Energy Services, LLC - 43	The General Store - 21
Wool Growers Central Storage - 34	Ozona Cable & Broadband - 20
Natgas, Inc - 33	Stokes Drilling Company - 20
Pon Seahorn Real Estate - 31	T Nails & Spa - 20
Barnhart Shaw's General Repair - 30	All About Rekers Tow / Recovery - 19
D's Liquor Store - 28	Americas Best Value Inn - 19
Venegas Construction, LLC - 28	Close to Our Hearts Country Store - 19
Eldorado Animal Clinic - 26	DCP Midstream Partners, LP - 19
Johnson Draw RV Park - 26	Lowe's Market - 19
Will M. Black, Realtor - Main Street Realtor, Hudson Properties - 26	Ozona Insurance - 18
OverWatch Enterprises, LLC - 25	Ozona Shady Oaks RV Park - 18
HW Car Wash - 23	Ozona Truck Trailer & Emergency Repair - 18
Le A&N LLC Happy Nails - 23	Plumbing by Rick, LLC - 18
West Texas Rehabilitation Center - 23	Rudy's RV - 18
Crockett County Abstract Company - 22	Stokes, John C.P.A. - 18
Crockett County Water Control & Improvement District #1 - 22	CTWP / Lisa Michalewicz - 17
Family Health Center of Ozona - 22	Interim Hospice of San Angelo - 17
Rusty Gold on the Square - 22	RV Repair Crew - 17
Emerald R.V. Campground - 21	X-Bar Ranch Nature Retreat & RV - 17
	ASU - Small Business Development Center - 16
	Bill Black Ranch - 16

Continued from page 3-Services sought at Ozona.com

Country Club View Apartments - 16
 Crockett County Collision Repair - 16
 Crockett Taxidermy & Processing - 16
 D & P R.V. Lots - 16
 L & B Automotive - 16
 Ambit Energy - 15
 Crockett County Museum - 15
 J. Cleo Thompson Wellness Center - 15
 Soto Inc. - 15
 Total Office Solution of West Texas - 15
 Clayton-Hill Ranches - 14
 Escondido Draw Recreational Area - 14
 G's RV Park - 14
 JL Ready Mix Concrete - 14
 King Construction & Remodel LLC - 14
 SKG Engineering, LLC - 14
 Specialty Diesel Services, LLC - 14
 The Ozona Stockman - 14
 Triple C Hardware Lumber & Rental, Inc. - 14
 Triple C RV - 14
 7 Oaks Ranch / Philip Walker - 13
 Bunger Real Estate Company, LLC - 13
 Crockett Automotive, Inc. - 13
 Discovery Natural Resources LLC - 13
 Mediajaw - 13
 Ozona Country Club - 13
 Thomas Cameron, Attorney at Law - 13
 Village Barber and Beauty Shop - 13
 White, Mr. & Mrs. Mark - 13
 Alejandro Tree Service - 12
 Alpine Ala Carte, LLC - 12
 Bug Express Pest Control - 12
 DJH Oil & Gas, LLC - 12
 Hampton Inn - 12
 Hillcrest Inn & Suites - 12
 Ozona Community Center - 12
 Shannon AirMed1 - 12
 UniFirst - 12
 Western Poster Service, Inc. - 12
 Advanced Technology Solutions - 11
 Area Wide Phone Book - 11
 Crockett National Bank - 11
 Howard's Well Ranching Company - 11
 J. Cleo Thompson - 11
 Mi Familia Restaurant - 11

Millspaugh Ranch Company LLC - 11
 New Beginnings Ozona - 11
 Pepe's Cafe - 11
 Republic Hotel of Ozona - 11
 Sonic Drive-In - 11
 Twistflower Ranch Nature Retreat - 11
 Crockett County Public Library - 10
 Debbie Forehand Wilson, Realtor - 10
 El Chato's - 10
 Esperanza Ranch - 10
 Fort Lancaster State Historic Site - 10
 Hudspeth River Ranch - 10
 J J Marley Ranch - 10
 MAC - Mike's Auto Care - 10
 Ozona Environmental, LLC - 10
 Quality Inn - 10
 Sutton County Steakhouse - 10
 Treto's Tire & Towing - 10
 Village Drug - 10



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

For **February 2021**, Ozona.com had 3,270 sessions: 2,622 new users 329 returning users

Of these 3,270 sessions, there were 6,049 page views – of these 4,987 were unique (1st time views)

The 3,270 sessions were from 52 countries and 2,593 sessions were from US.

Bounce Rate: 73.76% Avg. Session Duration: 00:01:22 Pages/Session: 1.85 Avg. Sessions/Month: 3,714

Devices Used to Access: Mobile: 59.85% Desktop: 37.15% Tablet: 3.00%

Top 5 States:

Texas	1,822
California	154
Arizona	61
Florida	61
Louisiana	43

Top 5 Texas Cities:

Houston	325
Dallas	306
Austin	224
San Antonio	136
Ozona	111

Top 20 Content Searches

1. Homepage	1,360	11. Visitor Guide	88
2. Hunting Leases	790	12. Facebook Pages	83
3. Travel Itineraries	314	13. Weather	79
4. Photo Gallery	226	14. Job Postings	76
5. County Officials	200	15. Restaurants/Dining	76
6. History	200	16. Interesting Facts	76
7. Location	177	17. Local Attractions	73
8. Area Attractions	161	18. Public Parks	70
9. Public Services	144	19. Chamber of Commerce	67
10. Lodging/RV	131	20. Events Calendar	67

Chamber Master (Membership Directory Data Base)

Business Directory Searches	9,415	Hot Deal Hits	935
Hot Deal Searches	1,357	Member Page Hits	2,094
Job Searches	155	Job Posting Hits	17

Top Searched Chamber Master Service Categories:

Bulldozer	48	Historic Site	39	Office Equipment	38
Dirt Work	45	Hunting	39	Office Supplies	38
Land Services	44	Copiers	38	Recreation	38
Brush Control	42	Electrical	38	RV Parks	38
Roadside Assistance	41	Furniture	38	Utilities	38

Social Media Pages / Internet

Facebook Tourism

10,095	Beginning Fans (1-31-21)
10,100	Ending Fans (2-28-21)
5	Net Likes
63,213	Total Paid Reach
1,034	Total Organic Reach
5,564	People Engaged
410	Daily Viral Reach
507	Daily Logged-in Page Views
74,304	Total Impressions of All Posts
5.40%	% of Invites Accepted

Facebook Business

746	Beginning Fans (1-31-21)
746	Ending Fans (2-28-21)
0	Net Likes
12,791	Total Paid Reach
1,090	Total Organic Reach
231	People Engaged
654	Daily Viral Reach
158	Daily Logged-in Page Views
20,771	Total Impressions of All Posts
66.67%	% of Invites Accepted

Google

1,692	Search (approx.)
4,396	Total Google Business Page Views
4,010	Listings on Map
386	Listings on Search
991	Photo Views
4	Clicks to Website
12	Clicks for Driving Directions
1	Clicks for Phone Calls

Texas Outside

447	Impressions
1,168	Clicks
328%	Click-Through Rate

Twitter

99	Total Followers
901	Impressions