

**OZONA CHAMBER OF COMMERCE  
& VISITOR CENTER PARK**

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

325/392-3737, [www.Ozona.com](http://www.Ozona.com)

Facebook Tourism Page: OzonaChamber

Facebook Chamber Page: OzonaChamberBiz



# CHAMBER DIALOGUE

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November 2019

**The Chamber of Commerce  
would like to recognize the  
J. Cleo Thompson Wellness Center as  
our  
Business of the Month**

The J. Cleo Thompson Wellness Center is so excited and grateful to have been recognized as business of the month!

We survived our first full year and could not be more proud of the success. Memberships have stayed at a steady incline throughout the first 12 months and continue to exceed all expectations. The people in our community have been instrumental in our accomplishments and still have plenty of room for those that have yet to come see us! My staff and I are continuing to grow as a team and absolutely love what we do! Everyday is a new experience and learning opportunity for us and the members.



Left to right: Elva Vasquez, Zeke Martinez, Stormi Oglesby, Jim Fish and Melissa Lozano

Our classes are growing in variety and accept all people of all ages and stages. The fitness and cardio equipment have been wonderful and are standing up to the test of time and use. We are figuring out what is most popular, likes and dislikes, and what changes and additions are needed in the upcoming year. Nutrition, personal training, and overall health and well being is our favorite topic and our passion. Every single person has a special and unique path in their wellness journey, especially in today's world, and getting to be a stepping stone or a helping hand in that journey makes our cup overflow!

November is the most appropriate month for us due to the fact that without a few persistent angels and all of those in our community who voted yes, this amazing and much needed facility would not be here today. We are so very THANKFUL for YOU!

We wish everyone a wonderful holiday season and will be here with open arms for a great start to a new year and a new you!

**Business of the Month-Continued on Page 2**

## **Business of the Month-Continued from Page 1**

The wellness center is equipped with Pre-Core Treadmills, elliptical, recumbent bikes, dual muscle weight machines, free weights, and a swimming pool. Exercise classes include Strength Yoga, Rest Day Yoga, RPM (cycling), Pilates, Water Aerobics, Circuit Training, HIIT, Zumba, Bodyweight, and many more!

You can download the JCT Wellness Center App today to plan and schedule your classes. From this mobile App you can view class schedules, sign-up for classes, view ongoing promotions, as well as view the wellness center's location and contact information. You can also click through to our social pages! Optimize your time and maximize the convenience of signing up for classes from your device!

In addition to wellness equipment, classes, and the JCT Wellness Center App, the center now has caps, mugs, t-shirts, canvas bags and back-packs for sale to benefit the Friends of the Wellness Center.

The Ozona Chamber of Commerce would like to recognize the J. Cleo Thompson Wellness Center and their staff for their dedication to provide the best quality health and wellness services to the community.

For more information you can call 325/392-4620 or e-mail [stormi.oglesby@co.crockett.tx.us](mailto:stormi.oglesby@co.crockett.tx.us). You can visit the J. Cleo Thompson web site at [www.ozonawellness.com](http://www.ozonawellness.com) or their Facebook page at: [ozonawellness](https://www.facebook.com/ozonawellness).

The J. Cleo Thompson Wellness Center is located at 103 Medical Drive, Ozona, TX. Hours of operation are 5am to 9pm Monday through Friday, 8am to 1pm on Saturday. Swimming pool hours are 5:30am to 8:00pm Monday through Friday and 8:30am until noon on Saturday.

## **Chamber Board Elects New Director and 2020 Slate of Officers**

During the September board meeting, Chairman Amit Patel appointed a Nominating Committee to work to fill an open Board of Director position as well as prepare a Slate of 2020 Officers. Chamber By-Laws require this committee to be chaired by the Past Chairman, two board members and two non-board Chamber members.

The committee was chaired by Past Chairman Laurie Hale, board members Amit Patel and Janet Thompson. Also serving on the committee were non-board members Buster Reina-Ozona Insurance, Trudy Barrera-Natgas, Inc. The committee presented a Board of Director candidate to the board at the October meeting. The Chamber membership received a Notification of Nominee of the new candidate who was voted onto the board at the November meeting.

Following is the 2020 Slate of Officers and Board of Directors:

### **Executive Committee**

Laurie Hale-Chairman  
Janet Thompson-Vice Chairman  
Stormi Oglesby-Treasurer  
Amit Patel-Past Chairman

### **Board of Directors**

Jacob Vasquez  
Cash Jennings  
Buster Reina



New Board of Director Buster Reina will serve a three year term from 2020-2022. The Chamber of Commerce thanks Buster for his willingness to serve and looks forward having him on our team!

## 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. In addition we thank them for their support of 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 November:

### NOVEMBER

Crockett County Deerfest Association - 1999  
 Stokes Drilling Company - 1999  
 DJH Oil & Gas, LLC - 1999  
 VIP Ranch Company - 2001  
 Sutton County Steakhouse - 2006  
 Western Poster Services, Inc. - 2008  
 West Central Wireless - 2008  
 Fort Lancaster State Historic Site - 2012  
 The General Store - 2013  
 Bryan's POCO Taco - 2014  
 Venegas Construction, LLC - 2014  
 SK Engineering - 2016  
 HW Car Wash - 2016



### Welcome New Members

#### Hensley & Grandson Deer Feeder Services

Rick & Patrick Hensley  
 801 Avenue G, Ozona, TX 76943  
 325/206-2422 or 432/302-1951  
 brisket1961@yahoo.com  
 Fill & service deer feeders, keep feeders & cameras operational

#### Rudy's RV Park

Rudy & Margie Moran-Owners  
 73 Gonzales, Ozona, TX 76943  
 325/232-1722 or 325/232-1922  
 3-30 or 50 amp sites, all size rigs,  
 water, sewer, electric, cable, Wi-Fi

#### Allen & Heather Claburn

Individual Member Supporters  
 P.O. Box 417, Ozona, TX 76943  
 325/392-9707  
 hclaburn@gmail.com

#### King's Court RV Park

Betty King-Owner /Chelsea Moran-Manager  
 901 Avenue J, Ozona, TX 76943  
 325/259-0214 or 325/226-3595  
 morbetking@verizon.net  
 12-30 or 50 amp sites, all size rigs, water,  
 electric, sewer, Wi-Fi, no cable



## Who walked into the Chamber of Commerce in October

### Visitor Center

- Walk-in traffic into the Visitor Center in October was 774 people.
- Where were they from? Texas visitors-492, Out of State-206, Local-51, Foreign-25
- Year-to-date walk-in traffic is 8,581
- Traveling in October: East-497, West-179, North-31 and South-5
- Top visiting states for the month were-AZ, CA, NM, PA, FL & NY
- Top visiting cities for the month were-El Paso, Austin, San Antonio, Houston, Midland
- Weekdays in order of the busiest in October were Tuesday, Thursday, Friday, Monday, Wednesday, Saturday
- Year-to-date Chamber related inquiries 11%, and Tourism related inquiries 89%
- Top requested items or services for the month were: restaurants, directions, maps, Interpretive Trail



### Advertising

- Year-to-date the Chamber has filled 10,031 requests for information on Ozona. An additional 4,638 brochures were handed out to walk-in visitors and mailed to statewide Travel Centers or inquirers.

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

For the month of October at [www.Ozona.com](http://www.Ozona.com), there were 2,998 business directory searches, and 1,623 actual *member page hits*! **These are people searching for YOUR services. Following are the members that received 10 or more page hits this month:**

Family Health Center of Ozona-57	Epic Permian Operating, LLC-52
Encino RV Park-51	KYXX Ozona 94.3 FM-35
Venegas Construction, LLC-35	Wool Growers Central Storage-34
Pon Seahorn Real Estate-32	Triple C Hardware Lumber & Rental, Inc.-32
Sunoco Energy Services, LLC-29	CCWC&ID#1-27
Will M. Black Real Estate-26	Angelo Inflatables L.L.C.-24
Escondido Draw Recreational Area-23	Natgas, Inc.-23
Eldorado Animal Clinic-21	West Texas Rehabilitation Center-21
Ozona Cable & Broadband-20	J. Cleo Thompson-19
The General Store-19	Kerbow Funeral Home-18
El Chato's-17	L & B Automotive-17
MAC-Mike's Auto Care-16	Pandale Crossing River Resort-16
D's Liquor Store-15	Fesco, LTD -15
Jody K. Upham, Attorney at Law-15	Bill Black Ranch-14
Daun Williams Construction-14	Twistflower Ranch Nature Retreat-14

**Continued on page 5-services sought at [Ozona.com](http://Ozona.com)**

**Services sought at Ozona.com-continued from page 4**

Barnhart Shaw's General Repair-13	Johnson Draw RV Park-13
Ozona Bank-13	Ozona Insurance-13
West Central Wireless-13	Country Club View Apartments-12
Crockett Taxidermy & Processing-12	Hillcrest Inn & Suites-12
Integrated Roofing Systems, Inc.-12	J. Cleo Thompson Wellness Center-12
Lowe's Market-12	Pandale Ranch Co.-12
Rusty Gold on the Square-12	Stokes, John CPA-12
Treto's Tire & Towing-12	Close to our Hearts Country Store-11
Crockett County Abstract Company-11	Discovery Natural Resources, LLC-11
I-10 & 163 The Corner Store-11	Interim Hospice of San Angelo-11
King Construction & Remodel, LLC-11	Mi Familia Restaurant-11
Specialty Diesel Services-11	Top O' the Town RV Park-11
Travelodge-11	Alpine Ala Carte, LLC-10
Americas Best Value Inn-10	Clayton Hill Ranches-10
HW Car Wash-10	Kenny Blanek's Village Café & Catering-10
Mediajaw-10	Overwatch Enterprises, LLC-10
OTTER-10	Quality Inn-10
The Ozona Stockman-10	Total Office Solution of West Texas-10
VIP Ranch Co.-10	Village Barber & Beauty Shop-10
Western Poster Service, Inc.-10	



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

For **October 2019**, Ozona.com had 3,809 sessions: 3,064 new users 424 returning users

Of these 3,809 sessions, there were 6,138 page views – of these 5,265 were unique (1st time views)

The 3,809 sessions were from 62 countries and 2,953 sessions were from US.

Bounce Rate: 74.64% Avg. Session Duration: 00:01:05 Pages/Session: 1.61 Avg. Sessions/Month: 4,357

Devices Used to Access: Mobile: 57.54% Desktop: 37.40% Tablet: 5.06%

### Top 5 States:

Texas	2,392
California	78
Louisiana	41
Florida	39
New Mexico	30

### Top 5 Texas Cities:

Austin	536
Dallas	469
Houston	204
San Antonio	121
Ozona	79
San Angelo	79

### Top 20 Content Searches

1. Hunting	1,358	11. Lodging	103
2. Homepage	1,143	12. Area Attractions	95
3. County Officials	551	13. Visitor Guide	94
4. Location	265	14. Restaurants/Dining	93
5. Photo Galleries	213	15. Interesting Facts	89
6. Events Calendar	200	16. Local Attractions	83
7. Job Postings	152	17. Business of the Month	73
8. Deerfest	147	18. Travel Itineraries	65
9. Public Services	133	19. Chamber of Commerce	62
10. History	129	20. Contact Us	62

### Chamber Master (Membership Directory Data Base)

Business Directory Searches	2,998	Hot Deal Hits	425
Hot Deal Searches	80	Member Page Hits	1,623
Job Searches	178	Job Posting Hits	34

### Top Searched Chamber Master Service Categories:

Hunting	19	Automotive Sale & Service	14
Feed Store	17	Museum	14
Attraction	14	Roadside Assistance	14

### Social Media Pages / Internet

#### Facebook Tourism

8,943	Beginning Fans (9-30-19)
9,017	Ending Fans (10-31-19)
74	Net Likes
34,776	Total Paid Reach
14,364	Total Organic Reach
6,334	People Engaged
10,679	Daily Viral Reach
747	Daily Logged-in Page Views
54,808	Total Impressions of All Posts

#### Texas Outside

965	Impressions
48	Clicks
4.97%	Click-Through Rate

#### Facebook Business

533	Beginning Fans (9-30-19)
545	Ending Fans (10-31-19)
12	Net Likes
7,982	Total Paid Reach
3,177	Total Organic Reach
396	People Engaged
1,957	Daily Viral Reach
155	Daily Logged-in Page Views
14,683	Total Impressions of All Posts

#### Twitter

92	Total Followers
5,155	Impressions

#### Google

3,030	Search (approx.)
8,215	Total Google Business Page Views
8,054	Listings on Map
161	Listings on Search
1,415	Photo Views
37	Clicks to Website
25	Clicks for Driving Directions
14	Clicks for Phone Calls