

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 Kerbow Funeral Home as our Business of the Month

Kerbow Funeral Home is owned and operated by Bruce and Evelyn Kerbow. Bruce has been a licensed Funeral Director and Embalmer for over 30 years. Kerbow Funeral Home has several employees including Raymond P. “Bear” Borrego, Alda, Adrienne and Amber Dehoyos, Sylvia Longoria, and Jovita Perez.

The funeral home is located in the Old Ozona Hotel at 502 E. 9th Street. Built in 1893, this hotel was established to board teachers, visiting athletic teams and business visitors to the town. The building is in the registry of Historical Sites through the Texas Historical Commission.

Kerbow Funeral Home offers at need burials and cremations and also can help with pre-planning and pre-paying funerals and cremations. Monuments are also available along with monument cleaning.

“Kerbow Funeral Home is proud to be a member of the Ozona Chamber of Commerce and is also proud to support the local events, public schools, Lions and Lady Lions and to purchase the flags for the deceased veterans buried in Lima and Cedar Hill cemeteries. We feel it is important to be apart of the community. Evelyn and I, and our staff, are humbled by this recognition,” said owner Bruce

The Ozona Chamber of Commerce would like to recognize and thank Kerbow Funeral Home for the service they provide to the community.

For more information, available 24/7, you may call 325/206-0597 or E-Mail: KerbowFH1@verizon.net. You may also visit their web site at www.kerbowfuneralhome.com.



Back row left to right: Amber Dehoyos, Raymond P. “Bear” Borrego, Bruce Kerbow

Front row left to right: Alda Dehoyos, Evelyn Kerbow, Sylvia Longoria, Adrienne DeHoyos, and Jovita Perez

Chamber hosts legislative visit by Melissa Perner

State Representative Andrew Murr and his District Director, Kelly Early, paid a visit to the Ozona and the Chamber of Commerce on October 18th. Twenty-five residents and representatives of the CCCCSD were in attendance.

Andrew Murr plans on continuing to challenge the “Robin Hood” school finance plan, if he is re-elected. During his visit to Ozona 1, Murr talked about his bill filed this summer during the State Legislature Special Session that would do away with the current school finance plan known as “Robin Hood,” where property rich school districts like Crockett County CCSD send money to property poor districts, and replace the funding with an increase in the state sales tax.

The bill died in committee, but it got lots of people talking, Murr said. “It was a last minute fix. I have heard that a lot of people like the idea of finding a new way to fund our school districts,” Murr said. “A lot of people are eager to engage in that discussion.”

Murr’s visit was part of the tour of his district, which includes the Hill Country, West Texas and South Texas counties.

Murr said over the recent legislative session property taxes was the biggest issue that was dealt with, and no solution was found at the end. “We saw a lot of ideas on property tax reform,” Murr said. Murr’s bill is one he said he plans on refiling if he is re-elected in 2018. Murr has already drawn a Democratic challenger in Joe P. Herrera, of Natalia, Texas.

“When I filed this bill, it was the first time I sat on a fully engaged committee. We had a back and forth discussion that was meaningful and phenomenal. I look forward to pushing that discussion.”

Murr also discussed legislative issues, such as dealing with mental health issues and teacher retirement.

Murr sits on the select committee on mental health. While Gov. Greg Abbott has said a special session dealing with the aftermath of Hurricane Harvey will not be called, Murr said expect a lot of bills to be filed in the 2019 legislative session dealing with that issue. “One of the biggest challenges will be the loss of tax base,” Murr said.

Murr said he encourages the people in his district to contact his office not only with concerns, but also with ideas. “We look to you for guidance and solutions. If you think of a good idea, get it to us before the next session starts,” Murr said.

For more information, call Murr’s Kerrville office at (830) 257-0432, his Austin office at (512) 463-0536, email murr4texas@gmail.com, visit <http://www.house.state.tx.us/members/member-page/?district=53> or find him on Facebook at Representative Andrew Murr.



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 October:

Fred Chandler Ranching - 1996
 Mesa Land Services - 1999
 Millspaugh Ranch Company - 2011
 Encino RV Park - 2012
 L & S Partners - 2012
 Southridge RV Park - 2012
 Total Office Solutions of West Texas - 2013
 Rusty Gold on the Square - 2013
 Kerbow Funeral Home - 2013
 Bunger Real Estate Company, LLC - 2014
 Daun Williams Construction - 2016



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, currently being installed, that let travelers know they are close to each 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 a year.

Evening on the Town just around the corner

The Ozona Chamber of Commerce is now planning our next event, the annual *Evening on the Town*. **It will be held Thursday, December 7th, from 6:00-8:30 p.m.**

As a business owner, you can remain open later and invite the public to come by. Or you can simply donate a prize to encourage residents to shop local!

Please mark your calendars and plan to get out for the night to support local businesses. Shop, have a bite to eat, enjoy the festivities and visit with friends and neighbors



Welcome new members

Freeman - Kincaid Ranch

Don Paul Freeman

210/288-6860

325/297-2253

325/392-2240

6280 County Road 107, Ozona, TX 76943

P.O. Box 175, Llano, TX 78643

donpfreeman@aol.com



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 its photo library that we use on our web site, our Facebook page and publications in an effort to market and bring business to Ozona. 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. You can e-mail your photos to oztxcoc@aol.com.



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



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.

Who walked into the Chamber of Commerce in September

Visitor Center

- Walk-in traffic into the Visitor Center in August was 287 people
- YTD we have seen 4,482 visitors, down -6.110% or 116 visitors the same period of time last year
- Where are they from? Texas visitors-2,718, Out of State-1,050, Local-582, Foreign-132
- Traveling: East 2,076, West-1,152, North-282 and South-93
- Top visiting states for the month year were-AZ, NM, CA, FL, MD
- Top visiting cities for the month were-San Antonio, Austin, Midland, Alpine, El Paso, Odessa
- Weekdays in order of the busiest were Friday, Tuesday, Saturday, Monday, Wednesday, Thursday
- Year to date Chamber related inquiries 17%, Tourism 83%
- Top requested items or services for the month were: general tourism, directions, maps, restaurants, Interpretive Trail, museum



Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 13,662 requests for information on Ozona. An additional 5,789 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 September, at www.Ozona.com, there were 224 business directory searches, and 688 actual *member page hits*! **These are people searching for YOUR services. Following are the members that received 10 or more page hits this month:**

Epic Permian Operating, LLC-38

Pizza Mia-27

Family Health Center of Ozona-24

L & B Automotive-23

Lopez Construction and Remodeling-20

Wool Growers Central Storage-20

Crockett County Water Dept.-17

Encino RV Park-16

Ozona Cable & Broadband-15

Will M. Black Real Estate-15

The General Store-14

Venegas Construction, LLC-14

KYXX Ozona 94.3 FM Real Country-12

Crockett County Abstract Office-12

Discovery Natural Resources, LLC-12

Ozona Truck Trailer & Emergency Repair-12

Pikes Peak Energy Services, LLC-12

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

For **September 2017**, Ozona.com had 2,768 sessions: 2,143 new 625 returning

Of these 2,768 sessions, there were 6,005 page views – of these 4,551 were unique (1st time views)

The 2,768 sessions were from 50 countries and 2,536 sessions were from US.

Bounce Rate: 72.94%

Average Session Duration: 00:01:54

Top 5 States:

Texas	2,094
California	54
Louisiana	40
Florida	31
Arizona	28

Top 5 Texas Cities:

Dallas	302
Austin	280
Houston	247
Comanche	131
Odessa	113

Top 20 Content Searches

1. Homepage	1,496	11. Public Services	97
2. Hunting	976	12. History	91
3. Photo Gallery	226	13. Area Attractions	91
4. County Officials	208	14. Restaurants	89
5. Local Attractions	133	15. Membership Directory	88
6. Travel Itineraries	121	16. Interesting Facts	80
7. Events	120	17. Chamber of Commerce	73
8. Location	116	18. Pandale Crossing	64
9. Lodging	106	19. Contact	62
10. Job Postings	100	20. Deerfest	62

Chamber Master (Membership Directory Data Base)

Business Directory Searches	224	Hot Deal Hits	124
Hot Deal Searches	63	Member Page Hits	688
Job Searches	223	Job Posting Hits	0

Top Searched Chamber Master Service Categories:

Oil & Gas Services	7	Drive-Thru Car Wash	2	RV Parks	2
Roadside Assistance	4	Dry Cleaning	2	Welding Supplies	2
Decals	2	Feed Store	2		
Dirt Work	2	Public Education	2		

Social Media

Facebook

5,972	Fans
51	New Likes
156,568	Total Paid Reach
9,888	Total Organic Reach
9,547	People Engaged
210	Daily Logged-in Page Views
188,362	Total Impressions of All Posts
56	Ozona Campaign-Results
43,881	Ozona Campaign-Impressions
4,993	Ozona Campaign-Individuals Reached

Google

609	Search
4,351	Total Google Business Page Views
3,921	Listings on Map
430	Listings on Search
1,301	Photo Views
22	Clicks to Website
23	Clicks for Driving Directions
9	Clicks for Phone Calls

Twitter

80	Total Followers
1,538	Impressions

Texas Outside

3,472	Visitors to site
33	Clicks Through to Ozona.com