

**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



Volume 17

Number 10

October 2020

**The Ozona  
Chamber of Commerce  
recognizes  
Emerald RV Campground  
as our Business of the Month**



The Ozona Chamber of Commerce would like to recognize Emerald RV Campground as our Business of the Month.

“My wife Kailea and I recognized a need for temporary housing, due to the increase in oil and gas traffic, and at the time there was not much available. We had some property and developed and opened Emerald RV in March 2018,” said owner Latham Ducote.

Emerald RV Campground is located at 210 Crockett Heights Lane, in Ozona. It features 19 spaces including both 30 and 50 amp hookups. “We can include large RV’s and buses. There is also plenty of room for semi-truck parking. The campground is very quiet and secure,” said Latham.

The Ozona Chamber of Commerce would like to recognize Emerald RV Campground to show our appreciation for the service they provide to Ozona and the incoming workers and travelers that visit the community.

Located just 2 miles from Ozona, you can make reservations or reach Emerald RV Campground by calling 325/226-4937. You can also visit [www.Ozona.com](http://www.Ozona.com). Click on the locator map in their membership business directory for great reviews on this location.

## Legislative visit

Representative Andrew Murr and Congressional Candidate Tony Gonzales paid a visit to Ozona on Friday, October 16th. Chamber representatives, county officials, and local residents gathered in the town square to hear the views of candidate Gonzales.

Republican candidate Tony Gonzales spoke to the crowd about his upbringing and values. Serving in the navy for 20 years, Gonzalez discussed with pride his career as a cryptologist and shared he had deployed multiple times in support of combat operations including Operation Iraqi Freedom in Iraq, Operation Enduring Freedom in Afghanistan, and in support of regional security operations throughout Asia.

“I have had the opportunity to see first hand the importance of a strong America, national security and secure borders. I believe America is a beacon for others and that we need common sense and *legal* immigration polices. We need to work to streamline the process for citizenship.

Candidate Gonzales went on to share healthcare should include pre-existing conditions, and that he is pro-life, pro-growth and supports the second amendment.

Representative Murr discussed the upcoming challenge of the Texas budget in lieu of COVID-19. He also noted that with the completion of the Census and with re-districting of Texas, the state could pick up two additional seats. He encouraged all attendees to get out and vote.



## 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  
Millspaugh Ranch Company - 2011  
Encino RV Park - 2012  
Total Office Solution of West Texas - 2013  
Hillcrest Inn & Suites - 2013  
Rusty Gold on the Square - 2013  
Kerbow Funeral Home - 2013  
Bunger Real Estate Company, LLC - 2014  
Freeman-Kincaid Ranch - 2017  
Pepe's Café - 2018  
Pandale Ranch Co. - 2019  
RV Repair Crew - 2019





### 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 10th, from 6:00-8:30 p.m.** As a Chamber 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. For more information visit the home page of [www.Ozona.com](http://www.Ozona.com) for participating businesses, evening activities, and a list of prizes!

### Who walked into the Chamber of Commerce in September

#### Visitor Center

- Due to COVID-19, walk-in traffic has been lower than previous year. Visitor Center traffic in September was 468 visitors.
- Walk-in traffic in September of 2019 was 560, a decrease of 92 visitors.
- The year-to-date traffic into the visitors center is 4,496 compared to 7,807 visitors through the same period last year or a 57.6% decrease.
- September 2020 Visitors: Locals-21, Texas visitors-321, Out of State-1244 and Foreign-2
- Traveling: East-291, West-128, North-15 and South-6
- Top visiting states for the month of September were CA, AZ, NM, LA, NC
- Top visiting cities for the month were-San Antonio, El Paso, Austin, Houston, Midland
- Weekdays in order of the busiest in September were Tuesday, Wednesday, Thursday, Friday, Monday, Saturday
- Year-to-date Chamber related inquiries 16%, and Tourism related inquiries were 84%.
- Top requested items or services for the month were: restaurants, directions, maps, Internet usage, Interpretive Trail, Texas Travel & Heritage Guides
- Year-to-date 53 visitors have traveled to Ozona specifically for the Geocache located in the Crockett County Interpretive Trail.



#### Advertising

- Year-to-date the Chamber has filled 2,029 requests for information on Ozona including Ozona brochures handed out to walk-in visitors and mailed to statewide Travel Centers or mailed to inquirers.

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

For the month of September at [www.Ozona.com](http://www.Ozona.com), there were 2,052 business directory searches, and 1,359 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-52	Pon Seahorn Real Estate-47
Epic Permian Operating LLC-43	Wool Growers Central Storage-33
Family Health Center of Ozona-31	CCWC&ID#1-25
Lowe's Market-24	Sunoco Energy Services, LLC-24
Ambit Energy-23	Venegas Construction, LLC-23
Escondido Draw Recreational Area-21	Americas Best Value Inn-20
Country Club View Apartments-20	Emerald RV Campground-20
Le A&N LLC Happy Nails-20	Barnhart Shaw's General Repair-19
T Nails & Spa-19	Eldorado Animal Clinic-18
Millspaugh Ranch Company LLC-18	Crockett Taxidermy & Processing-17
West Texas Rehabilitation Center-17	J. Cleo Thompson-16
HW Car Wash-15	Interim Hospice of San Angelo-15
Natgas, Inc.-15	Ozona Cable & Broadband-15
Ozona Environmental, LLC-15	Triple C Hardware Lumber & Rental, Inc.-15
AirMedCare Network-14	Crockett County Abstract Company-14
X-Bar Ranch Nature Retreat & RV-14	Will M. Black, Realtor-Hudson Properties-14
Angelo Inflatables L.L.C.-13	J. Cleo Thompson Wellness Center-13
Total Office Solution of West Texas-13	Close To Our Hearts Country Store-12
Fort Lancaster State Historic Site-12	Bunger Real Estate Company, LLC-11
Crockett County Collision Repair-11	KYXX Ozona 94.3 FM-11
Stokes Drilling Company-11	Stokes, John CPA-11
The General Store-11	West Central Wireless-11
D's Liquor-10	El Chato's-10
Hillcrest Inn & Suites-17	L & B Automotive-26





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

For **September 2020**, Ozona.com had 4,544 sessions: 3,936 new users 410 returning users

Of these 4,544 sessions, there were 7,064 page views – of these 5,928 were unique (1st time views)

The 4,544 sessions were from 45 countries and 3,894 sessions were from US.

Bounce Rate: 75.79% Avg. Session Duration: 00:00:45 Pages/Session: 1.55 Avg. Sessions/Month: 3,625

Devices Used to Access: Mobile: 72.51% Desktop: 24.67% Tablet: 2.82%

### Top 5 States:

Texas	3,216
California	88
Florida	60
Arizona	37
Louisiana	28

### Top 5 Texas Cities:

Houston	611
Dallas	598
Austin	356
San Antonio	265
El Paso	101

### Top 20 Content Searches

1. Travel Itineraries	1,928	11. History	118
2. Homepage	1,147	12. Lodging-RV	101
3. Hunting Leases	753	13. Restaurants/Dining	91
4. County Officials	250	14. Local Attractions	88
5. Location	233	15. Job Postings	86
6. Photo Gallery	194	16. Contact	79
7. Area Attractions	141	17. Deerfest	76
8. Pandale Crossing	141	18. Interesting Facts	75
9. Public Services	134	19. COVID-19 Ozona Information	72
10. Events Calendar	121	20. Visitors Guide	70

### Chamber Master (Membership Directory Data Base)

Business Directory Searches	2,052	Hot Deal Hits	423
Hot Deal Searches	213	Member Page Hits	1,359
Job Searches	134	Job Posting Hits	23

### Top Searched Chamber Master Service Categories:

Hunting Supplies	24	Hunting	11
Towing Services	14	RV Parks	11
Utilities	12	Water Well Service	11

### Social Media Pages / Internet

#### Facebook Tourism

9,914	Beginning Fans (8-31-20)
9,985	Ending Fans (9-30-20)
71	Net Likes
81,731	Total Paid Reach
2,098	Total Organic Reach
6,916	People Engaged
805	Daily Viral Reach
831	Daily Logged-in Page Views
90,314	Total Impressions of All Posts
8.41	% of Invites Accepted

#### Facebook Business

730	Beginning Fans (8-31-20)
733	Ending Fans (9-30-20)
3	Net Likes
12,276	Total Paid Reach
737	Total Organic Reach
473	People Engaged
209	Daily Viral Reach
292	Daily Logged-in Page Views
17,367	Total Impressions of All Posts
33.33	% of Invites Accepted

#### Google

1,612	Search (approx.)
5,732	Total Google Business Page Views
5,558	Listings on Map
174	Listings on Search
2,514	Photo Views
13	Clicks to Website
11	Clicks for Driving Directions
0	Clicks for Phone Calls

#### Texas Outside

554	Impressions
17	Clicks
3.07%	Click-Through Rate

#### Twitter

104	Total Followers
1,791	Impressions