

**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



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**The Ozona Chamber of
Commerce
recognizes T-Nails & Spa as
our Business of the Month**

T Nails & Spa opened its business in Ozona in December 2019. Sandy and her mom, Chi along with their adored and friendly companion, Coco the German Shepherd, moved to Ozona from Sabinal, Tx. “We had friends living here in Ozona that said our business could do well here,” said Sandy. “The virus really slowed down business, but it seems to be picking back up slowly.”

Left to Right Back Row: Owners Chi Lam and Tran (Sandy) Lam

Front Row: Coco

T Nails & Spa is located at 310 Avenue E across from Lowe’s Market. They provide professional nail care for ladies and gentlemen. They are 100% sanitized. Walk-ins are welcome.

The Ozona Chamber of Commerce would like to recognize and show our appreciation to T Nails & Spa for the service they provide to Ozona.

T Nails & Spa is open Monday through Friday from 10am to 6pm. They are open Saturday from 10am to 4:30pm, and Sunday they are closed.

You can reach T Nails & Spa by calling 325/392-3535. You can also visit their Facebook page: T-Nails-Spa-108711363960443.

Chamber members recognized

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

UniFirst-1997
Soto, Inc.-1998
DCP Midstream Partners, LP-2002
Jody K. Upham, Atty. at Law-2006
Carmen Sutton-2010
Approach Resources, Inc.-2011
Ambit Energy-2012
Francine Friend-2012
CGF&R, Inc.-2016
KYXX Ozona 94.3 FM-2018
Sunset Leases LLC-2019
Stone Basin Ranch-2019

A large, elegant cursive script that reads "Happy Anniversary". The word "Happy" is on the top line, and "Anniversary" is on the bottom line, with a decorative flourish between them.

Chamber of Commerce Asking Governor Abbott to Fully Re-Open Texas

The Ozona Chamber of Commerce sent a letter to Governor Abbott dated September 11th, prior to his latest mandate updates September 17th, requesting he fully re-open Texas.

“As a follow-up to our letter, the Chamber has been contacting and compiling a list of Chamber “member” businesses and residents who support the opening of Texas. The Chamber is reaching out to non-member businesses and residents as well. We will be sending a second letter to the Governor, and our state and federal representatives. The second letter will include the list of our business owners and residents who agree. Anyone who is interested in supporting our efforts to encourage our state leaders to fully open Texas can contact the Chamber at 392-3737, and we will take your verbal approval to be added to the list of citizens who are concerned about our local economy,” said Shanon Biggerstaff, Chamber President.

DEADLINE to call: Thursday, October 8th.

Following is a copy of the letter sent to Governor Abbott with a copy also sent to Congressman Will Hurd, State Representative Andrew Murr, Texas Senator Pete Flores, and Crockett County Judge Fred Deaton.

Dear Governor Abbott,

On behalf of our business members and residents, the Ozona Chamber of Commerce and Visitor Center is contacting you regarding your consideration to re-open Texas.

Let us first begin by stating that we can only imagine the difficulty of navigating through these times, and can sympathize with the demanding task at hand. We understand that you are fielding concerns from virtually all directions. Weighing this input to try and reach a positive outcome is challenging at best. Please know that we appreciate your exhaustive efforts.

Secondly, we urge you to fully re-open the state with utmost dispatch.

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In talking with many people who are struggling to keep their business doors open and the public in general, following are the prominent frustrations that have been conveyed to our office.

There is much frustration regarding the “one-size-fits-all” approach, in addition to the inconsistent array of arbitrary mandates towards businesses, attractions and public events. Some communities have seen fewer cases of COVID-19, yet mandates and regulations are being forced upon them at the expense of their livelihoods. Rural communities and mom and pop businesses in particular are suffering.

Grocery stores can welcome 50% of their capacity with social distancing, but a state or theme park with vast amounts of open land and air circulation for that matter, cannot be open. Customers can sit side by side or across from one another in a restaurant and have a cocktail, but this is not feasible for a bar? There is frustration that schools are operating while many city and state services are not readily available to the tax paying public. Mandates and protocols have been placed under the guise of public safety. Yet, we are receiving daily complaints from “Texans” visiting our center that the state Travel Information Centers (TIC) and restrooms are unavailable to the traveling public. As a community that relies on interstate traffic, travelers are essential to the survival of our local economy.

Business owners are confused about the conflicting signals coming from officials. Many feel that politics seem to be driving this information and curiously it seems to differ from expert to expert, agency to agency, state to state, and town to town. The models originally predicted in terms of infection or mortality rate have not lived up to the initial speculations of the medical community. Businesses are seeking clear, concise, consistent data driven leadership.

It is clear by simply observing the country as a whole that each city and town has been affected differently by COVID-19. There seems to be no “one” expert, at this time, who can determine whether those effects are based on the size of population, temperature or humidity, culture or even politics. Meanwhile the economic devastation has somehow become acceptable.

A portion of our community is fortunate enough to have an employer that can continue to pay their employees, yet other business owners and their employees are considered just casualties. The most voiced concerns from business owners are, “How many times will I have to shut down my business before this is over?” Or the statement, “I don’t think my business will make it.”

There have been states and countries that have not engaged in lockdowns, mask mandates, capacity regulations, etc., but instead took care to focus on protecting the nursing homes, honed in on quarantining hot spots, and allowed individuals and families to take “personal responsibility for their health”, their businesses, their employees and customers. Schools in the past have always made necessary adjustments when 80% of the staff and students were out for weeks due to other illness such as Influenza.

In your earlier press conferences you stated the goal to manage COVID-19 was to have enough PPE equipment and ventilators so as not to overwhelm Texas hospitals. In the beginning business owners were happy to comply to help you meet those goals. Now that the goal has been met, businesses are questioning the continued justification of further compliance.

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Continued from Page 3-Letter from the Governor Continued

Governor Abbott, time and time again you have witnessed first-hand how Texans step up to the plate. Businesses who are already suffering are further burdened with costs of equipment and inventory to meet required mandates that for many will not be financially sustainable. We urge you to be as transparent as possible with the information available to allow businesses and families to implement necessary precautions that suit their individual business model or home. We believe it makes more sense for the state to focus its resources on communities that see a spike or hot spots, as you initially indicated. We encourage your office to serve rather than to mandate. Allow Texans to be part of the solution rather than being punished for uncontrollable circumstances.

This letter is to urge you to fully re-open Texas as quickly as possible. At this point, Texans, business owners and residents are keenly acquainted with COVID-19 and the impact it can have on their lives. Allow the public to make their own decisions and take, as they have their entire lives, the risks they so choose for themselves, their families, their business, their employees and their customers.

Respectfully,
Shanon Biggerstaff-President

Who walked into the Chamber of Commerce in August

Visitor Center

- Due to COVID-19, walk-in traffic has been lower than previous year. Visitor Center traffic in August was 443 visitors.
- Walk-in traffic in August of 2019 was 776, a decrease of 333 visitors.
- The year-to-date traffic into the visitors center is 4,028 compared to 7,247 visitors through the same period last year or a 41.54% decrease.
- August 2020 Visitors: Locals-11, Texas visitors-348, Out of State-84 and Foreign-0
- Traveling: East-279, West-99, North-34 and South-7
- Top visiting states for the month of August were CA, AZ, FL, NV & OR
- Top visiting cities for the month were-Houston, San Antonio, Midland, El Paso, Austin
- Weekdays in order of the busiest in August were Saturday, Monday, Wednesday, Thursday, Friday, Tuesday
- Year-to-date Chamber related inquiries 16%, and Tourism related inquiries were 84%.
- Top requested items or services for the month were: maps, Internet Usage, Interpretive Trail, Walking Tour
- Year-to-date 51 visitors have traveled to Ozona specifically for the Geocache located in the Crockett County Interpretive Trail.



Advertising

- Year-to-date the Chamber has filled 1,855 requests for information on Ozona as opposed to 1,655 inquiries through the same period in 2019. Ozona brochures are handed out to walk-in visitors and mailed to statewide Travel Centers or mailed to inquirers.

What services are sought at www.Ozona.com

For the month of August at www.Ozona.com, there were 2,044 business directory searches, and 1,389 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-43	Venegas Construction, LLC-42
Epic Permian Operating LLC-39	Family Health Center of Ozona-37
Ambit Energy-30	L & B Automotive-26
Natgas, Inc.-24	Ozona Community Center-24
Barnhart Shaw's General Repair-22	West Texas Rehabilitation Center-22
Sunoco Energy Services, LLC-20	Lowe's Market-19
Republic Hotel of Ozona-19	Total Office Solution of West Texas-19
Wool Growers Central Storage-19	Angelo Inflatables, L.L.C.-18
Crockett County Collision Repair-18	Discovery Natural Resources LLC-18
Johnson Draw RV Park-18	Stokes Drilling Company-18
Crockett Automotive, Inc.-17	Hillcrest Inn & Suites-17
Integrated Roofing Systems, Inc.-17	Ozona Cable & Broadband-17
Pon Seahorn Real Estate-17	CCWC&ID#1-16
Hampton Inn-15	Mi Familia Restaurant-15
Ozona Country Club-15	King Construction & Remodel LLC-14
Sutton County Steakhouse-14	T Nails & Spa-14
Bunger Real Estate Company, LLC-14	Will M. Black, Realtor-Hudson Properties-14
Eldorado Animal Clinic-13	MAC-Mike's Auto Care-13
Western Poster Service, Inc.-13	D&P R.V. Lots-12
KYXX Ozona 94.3 FM-12	Le A&N LLC Happy Nails-12
RV Repair Crew-12	Rudy's RV-12
All About Rekers Tow/Recovery-11	Crockett County Abstract Company-11
Rusty Gold on the Square-11	Treto's Tire & Towing-11
CGF&R Inc.-10	D's Liquor Store-10
Debbie Forehand Wilson, Realtor-10	Escondido Draw Recreational Area-10
Fort Lancaster State Historic Site-10	Soto, Inc.-10
X-Bar Ranch Nature Retreat & RV	



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

For **August 2020**, Ozona.com had 3,263 sessions: 2,702 new users 350 returning users

Of these 3,263 sessions, there were 5,401 page views – of these 4,659 were unique (1st time views)

The 3,263 sessions were from 40 countries and 2,696 sessions were from US.

Bounce Rate: 74.93% Avg. Session Duration: 00:00:59 Pages/Session: 1.66 Avg. Sessions/Month: 3,510

Devices Used to Access: Mobile: 62.33% Desktop: 34.37% Tablet: 3.30%

Top 5 States:

Texas	2,124
California	88
Arizona	34
Florida	34
Louisiana	31

Top 5 Texas Cities:

Dallas	369
Austin	305
Houston	213
San Antonio	170
San Angelo	100

Top 20 Content Searches

1. Homepage	1,057	11. Public Services	117
2. Hunting Leases	767	12. Job Postings	92
3. Location	296	13. Local Attractions	92
4. Photo Gallery	274	14. Visitor Guide	89
5. County Officials	263	15. Travel Itineraries	88
6. Pandale Crossing	227	16. Events Calendar	76
7. COVID Ozona Info	157	17. Restaurants/Dining	76
8. Area Attractions	134	18. Interesting Facts	75
9. Lodging/RV	134	19. Public Parks	71
10. History	121	20. Chamber of Commerce	58

Chamber Master (Membership Directory Data Base)

Business Directory Searches	2,044	Hot Deal Hits	419
Hot Deal Searches	211	Member Page Hits	1,389
Job Searches	145	Job Posting Hits	33

Top Searched Chamber Master Service Categories:

Accident Recovery	11	Brush Control	9	Pharmacy	9	Transportation	9
Fuel Delivery	11	CPA	9	Pre-Need Insurance	9	Universal Car Charging	9
Roadside Assistance	11	Drive-Thru Car Wash	9	RV Parks	9	Vehicle Inspection	9
Utilities	10	Hunting	9	Social Media Marketing	9		
ATV/OHV Trail	9	Oil & Gas Exploration	9	Tires-Sales & Repair	9		

Social Media Pages / Internet

Facebook Tourism

9,850	Beginning Fans (7-31-20)
9,914	Ending Fans (8-31-20)
64	Net Likes
65,826	Total Paid Reach
4,681	Total Organic Reach
6,414	People Engaged
3,504	Daily Viral Reach
643	Daily Logged-in Page Views
77,351	Total Impressions of All Posts
7.03	% of Invites Accepted

Facebook Business

712	Beginning Fans (7-31-20)
730	Ending Fans (8-31-20)
18	Net Likes
16,082	Total Paid Reach
2,568	Total Organic Reach
689	People Engaged
2,051	Daily Viral Reach
179	Daily Logged-in Page Views
26,913	Total Impressions of All Posts
46.15	% of Invites Accepted

Google

2,238	Search (approx.)
6,393	Total Google Business Page Views
6,178	Listings on Map
215	Listings on Search
2,344	Photo Views
3	Clicks to Website
32	Clicks for Driving Directions
3	Clicks for Phone Calls

Texas Outside

768	Impressions
24	Clicks
3.13%	Click-Through Rate

Twitter

102	Total Followers
1,974	Impressions