

*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](http://www.Ozona.com)



# CHAMBER DIALOGUE

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## The Chamber of Commerce recognizes Stanford Plumbing as our Business of the Month

The Ozona Chamber of Commerce would like to recognize Stanford Plumbing as our Business of the Month.



Left to right: Dylan Ramos, Mark Stanford-Owner, Bailey Espinosa, Kevin Buitron

“I have been plumbing since I was 19, over 25 years. My family has been in Eldorado for four generations. Stanford Plumbing has been in business for 10 years, and I am a licensed plumber, #M-38127,” said owner Mark Stanford.

Stanford Plumbing services Ozona, Eldorado, Sonora and Big Lake. “We travel with two fully stocked trucks that carry a large inventory of parts and tools. We provide drain cleaning, video drain inspection, water heater, and fixture repair and replacement services. We also handle, gas, water, sewer pipe repair and replacement, and emergency repair services for residential, commercial, rural homes and hunting cabins,” said Mark.

“We are a growing company and currently have four employees who provide punctual, clean and professional services. We split travel mileage and labor if we are doing multiple jobs in the area. We are actually in Ozona 2-3 times a week. We also accept credit cards.”

The Chamber of Commerce would like to recognize and thank Stanford Plumbing for the quality service they provide to our community and our residents.

Stanford Plumbing is now in their new location at 207 S. Divide in Eldorado. You can reach them at their office at 325/853-2500 or call 325/277-2570. You can also e-mail [stanfordplumbing@icloud.com](mailto:stanfordplumbing@icloud.com) or like their page on Facebook: Stanford Plumbing.

## Merry Christmas from the Chamber of Commerce board and staff

During the holiday season and the close of another year, we would like to express our gratitude to those who have made our progress possible. And in this spirit we say, simply but sincerely, thank you, and we wish you a ***Merry Christmas and Happy New Year!***

Paul Stroope-Vice-Chairman

Laurie Hale-Treasurer

Board of Directors: Heather Claburn, Art Roane, G.L. Bunger and Melissa Perner

Shanon Biggerstaff-President, CTE

Vicki Davis—Visitor Center Receptionist



## 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 Chamber organization, its programs and services, and your community. We would like to recognize and express our ***SINCERE*** appreciation to the following members who joined during the month of **December**:



**Perry Family Trust - 1983**

**Oglesby Ranch - 2003**

**Barnhart Shaw's General Repair - 2005**

**Discovery Natural Resources LLC - 2007**

**Casey A. Riley, Systems Consultant - 2008**

**Bug Express Pest Control - 2012**

**Gallery Cafe - 2012**

**Interim Healthcare Hospice - 2013**

**Stanford Plumbing - 2015**

## Welcome New Members



### **Mi Familia Restaurant**

Jennifer Venegas-Manager

201 Avenue E.

Ozona, TX 76943

325/392-4100

Mexican Food Restaurant

### **Epic Permian Operating, LLC**

Lannie Baggett-Production Superintendent

612 Hwy. 163 South

Ozona, TX 76943

325/392-1450

Oil & Gas Operator

## Community Wrapped up for the Evening on the Town

The Ozona Chamber of Commerce and local member businesses teamed up to host our fourth annual Evening on the Town event.

Hosted on Thursday, December 8th, from 6:00-8:30 p.m., 16 local businesses participated. Many had activities, refreshments, sales, or specials to take advantage of during this festive season. Customers were able to pick up a free ticket at each of the participating businesses to earn a chance to win a door prize. The more businesses you visited, the better your chances were to win! Whether you needed trinkets, gifts, or were just hungry along the way, there was something for everyone in the family to enjoy.

*We would like to thank not only the participating businesses, but those who donated a prize making the evening fun for all. This year there were 35 donated prizes. We would like to thank DJ Johnny Tambunga for providing the sounds of Christmas on the town square. Finally, thank you to the OLPH Youth Group who sang Christmas carols at a number of locations.*

Despite the cold, the event was a success! There were 330 residents that came out to shop and visit. Of the total residents, 151 were first time attendees, and 179 were repeat attendees.



## Who walked into the Chamber of Commerce & Visitor Center in November

### Visitor Center

- Walk-in traffic into the Visitor Center for the month of November-554 people
- Where are they from? Texas visitors-339, Out of State-117, Local-84, Foreign-14
- Year to date traffic into the Visitor Center is 5,587, a 22.36% increase over the same period last year, or an average of 508 visitors into the center per month.
- Top states visiting Ozona in November-AZ, CA, NM, FL, CO
- Top cities visiting Ozona in November-Austin, El Paso, Midland, San Antonio, Odessa,
- Year to date Chamber related inquiries 19%, Tourism related 81%
- Week days in order of the busiest in November-Fridays, Tuesday, Wednesday, Monday, Thursday, Saturday
- Top Requested Items in November-General Tourism, Maps/Directions, Travel Guide, Restaurants



### Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 16,820 requests for information on Ozona. An additional 2,463 brochures have been handed out to walk-in visitors and mailed to state wide Travel Centers.

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



For the month of November, at [www.Ozona.com](http://www.Ozona.com), there were 1,041 business directory searches, and 1,422 actual *member page hits*! **These are people searching for YOUR services. Following are the members that received 20 or more page hits:**

Wool Growers Central Storage-82	Venegas Construction, LLC-64
Pikes Peak Energy Services, LLC-58	Ozona Truck Trailer & Emergency Repair-47
Ozona Cable & Broadband-43	L & B Automotive-41
Crockett County Water Dept.-33	Encino RV Park-33
KYXX Ozona 94.3 FM Real Country-32	Lopez Construction & Remodeling-29
Bill Black Ranch-28	Family Health Center of Ozona-28
Discovery Natural Resources, LLC-24	Pizza Mia on the Square-24
Barnhart Shaw's General Repair-23	The General Store-23
Ozona Flour Mill & Goods-22	Pon Seahorn Real Estate-21
Sunoco Energy Services, LLC-21	Treto's Tire & Towing-21
Will M. Black Real Estate-21	

As demonstrated above, the Chamber of Commerce & Visitor Center is the front door to our community. ***So are you taking advantage of your member services?***

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

For **November 2016**, Ozona.com had 4,095 sessions: 3,226 new 869 returning.

Of these 4,095 sessions, there were 7,039 page views – of these 5,659 were unique (1st time views)

The 4,095 sessions were from 51 countries and 3,752 sessions were from US.

### Top 5 States:

Texas	2,995
Louisiana	113
California	106
Florida	46
New York	31

### Top 5 Texas Cities:

Dallas	491
Houston	456
Austin	401
San Antonio	116
Comanche	114
Odessa	114

### Top 20 Content Searches

1. Hunting Leases	2,246	11. Deerfest	90
2. Homepage	1,782	12. Area Attractions	83
3. Location	198	13. Interesting Facts	79
4. Photo Gallery	169	14. Shopping	75
5. Restaurants	150	15. Membership Directory	60
6. History	128	16. Newsletter	57
7. Local Attractions	123	17. Hot Deals	55
8. Events Calendar	110	18. Public Services	53
9. Job Postings	100	19. Lodging	50
10. Travel Itineraries	93	20. Pandale Crossing	49

### Chamber Master (Membership Directory Data Base)

Business Directory Searches	1,041	Hot Deal Hits	239
Hot Deal Searches	93	Member Page Hits	1,422
Job Searches	201	Job Posting Hits	20

### Top Searched Chamber Master Service Categories:

Roadside Assistance	49	Feed Store	12	Media	8
Taxidermy	18	Hunting	12	OFF Roding	8
Oil & Gas Services	14	Catering	9	Pet Supplies	8
Hunting Supplies	13	Arts & Culture	8		
Utilities	13	Equipment Rental	8		

### Social Media Pages / Internet

#### Facebook

5,422	Fans
43	New Likes
87,155	Total Paid Reach
10,972	Total Organic Reach
9,954	People Engaged
78	Daily Logged-in Page Views
88	Ozona Campaign-Results
62,564	Ozona Campaign-Impressions
22,691	Ozona Campaign-Individuals Reached

#### Google

689	Search
978	Total Google Business Page Views
3,210	Listings on Map
352	Listings on Search
450	Photo Views
22	Clicks to Website
17	Clicks for Driving Directions
11	Clicks for Phone Calls

#### Twitter

65	Total Followers
1,665	Impressions

#### Pinterest

18	Total Followers
19	Repins
2,449	Impressions
1,286	Users Reached
5	Clicks on Pins

#### Instagram

94	Total Followers
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### Texas Outside

8,326	Visitors to site
15	Clicks Through to Ozona.com