

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

Volume 12

Number 1

January 2015

Chamber of Commerce would like to recognize OTTER (Ozona Truck Towing & Emergency Repair) as our Business of the Month

The Chamber of Commerce would like to recognize OTTER (Ozona Truck Towing & Emergency Repair) as our business of the month.

OTTER, formerly known as S & S Trucking, opened its doors in Ozona in 2003, changed their name and began operating as OTTER in 2007.

“We do a little bit of everything,” said owner Paul Stroope. “Much of our business is interstate and oilfield servicing. I would say 75% of our business is repair, and 25% is towing. On the repair end, we also work with area hunters and landowners. We work on their ranch vehicles, cattle trailers, sprayers and feeders. We always have a mechanic on duty, two of which are ASE certified. We work on diesel and gas engines. We can handle major mechanical work, electrical, brakes, and advanced computer diagnostics. We do DOT Inspections only.”

“We do not work on RV’s, motorcycles or foreign vehicles because we can’t get the parts. We also spend a lot of time rescuing travelers off the interstate by bringing them gas,” said Paul.

Continued on page 3-Business of the Month



Left to right; Mechanics Toby Ramsey, Juan Chavez, Owner- Paul Stroope, and Mechanics David Lott, David Noah and Troy Ramsey

Chamber 2015 Plan of Action Approved

The Chamber of Commerce held its annual Board of Director Planning Meeting on Thursday, January 13th, at the Visitor Center. Each year, incoming board members undergo an orientation outlining their role as a Chamber Board of Directors. They are familiarized with the Chamber staff and various committee projects. They review funding sources and the organization's Bylaws. During the annual meeting directors review the accomplishments of the Chamber for the previous year, as well as discuss the status of any on-going projects.



Board members and the Executive Director discussed in depth the role of the Chamber of Commerce to its members and the community. "We discussed the availability or lack of resources that define the direction of the Chamber in terms of economic development. We reviewed the number of services provided to Chamber members. We also discussed at length where the funding for the organization comes from, which drives the focus of the organization. By the end of the day, both the 2015 Chamber Plan of Action or Program of Work, and the budget for the year were approved," said Executive Director Shanon Biggerstaff.

In conjunction with the annual meeting, the board also held its regular January board meeting. The board reviewed the 2015 year-end budget and approved the new Executive Committee who began their terms in January. The Executive Committee and Board of Directors are as follows:

Executive Committee / Officers:

Chairman-	Paige Tambunga-Attorney at Law
Vice-Chairman-	Paul Stroope-Owner of OTTER
Treasurer-	Susie Bishop-Wool Growers Central Storage
Past Chairman-	Barbie Myers-DCP Midstream
Executive Director-	Shanon Biggerstaff

Board of Directors:

Heather Claburn-	Ozona Mercantile
Robert Crain-	Sonic
Deborah Bourne-	Ozona Insurance

Along with the organization's Plan of Action and budget, the board discussed everything from maintenance and technology improvements, to continued education for the staff, organizational procedures, and yearly programs and events.

In 2015 the annual membership meeting, or Chamber banquet, will be held once again at the end of March. At that time we will recognize the Business of the Year, selected by the membership. The Chamber will continue the Business of the Month program this year. There will be an educational luncheon or workshop planned for the summer at which the Chamber will present a topic of interest to the membership. The Escondido Draw Recreational Area (EDRA) ATV park, which has been open to the public, is getting closer to finalizing the public facilities, and the Chamber will work with the Texas Motorized Trails Coalition and other area attractions to market to bring people to Ozona. With the ever changing way in which you market a community, the Chamber will continue its digital marketing campaign using our web site and all social media outlets to bring travelers off the interstate into the community. The Chamber will host their 5th Bi-Annual Oil & Gas Trade show in October along with the Evening on the Town program in the fall.

Already the Chamber has hit the ground running! We thank our membership for your support, and your investment allows us to continue providing programs and services to our members, who ARE the community!

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 January:

Mrs. Joe Logan-1963
 Mr. & Mrs. Pleas Childress-1981
 Fesco, LTD-1979
 AEP Texas-1997
 Anadarko Petroleum Corporation-1997
 Best Western Ozona Inn-2014
 Crockett National Bank-1997
 Crockett Automotive-1997
 Dairy Queen-1997
 Hillcrest Inn & Suites-1997
 Hitchin Post Steakhouse-1997
 JJ Marley Ranch-1997
 Jerri Lynn Pierce-1997
 Mr. & Mrs. Mark White-1997
 Ozona National Bank-1997
 Crockett County Consolidated Common School District-2006
 Branyon Ranch-2007
 Mediajaw-2009
 Ozona Body Shop-2009
 JP Construction-2009
 Bahlman Cleaners-2010
 Kerrie's Creations-2010
 John Little-2012
 Lizard Group, LLC-2013
 ME 2 Ranches-2014

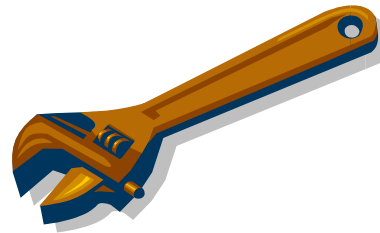
Business of the Month: Continued from page 1

OTTER employs five Mechanics: David Lott, David Noah, Troy Ramsey, Juan Chavez, Toby Ramsey, and Office Administrator Shelly Mutschler.

“We work very hard to satisfy all of our customers, and we want to thank the community for their continued support,” said Paul.

The Chamber of Commerce would like to recognize OTTER for their continued effort to provide quality service and for being an asset to the local business community.

OTTER is open Monday through Friday from 8:00 a.m. to 6:00 p.m., and on Saturdays from 8:00 a.m. to 6:00 p.m. They are located at 1203 Avenue J, adjacent to the Dollar General Store. For more information you may contact Paul Stroope at 392-2481.



Who walked into the Chamber of Commerce & Visitor Center in 2014?

Visitor Center

- Walk-in traffic into the Visitor Center for the month of December-226 people
- Walk-in traffic into the Visitor Center January through December-4230 people
- Where are they from? Texas visitors-1766, Out of State-1482, Local-625, Foreign-357
- Top five states visiting Ozona in December-CA, AZ, NM, NY, WA
- Top five cities visiting Ozona in November- San Antonio, Houston, San Angelo, Austin, El Paso
- Chamber related inquiries 29%, Tourism related 71%
- Week days in order of the busiest in December-Monday, Wednesday, Tuesday, Thursday, Saturday, Friday
- Top Requested Items in December-Restaurants, Grocery Store, Deerfest, Maps, Directions, Hunting, Museum, Monument, Interpretive Trail
- In 2013, December was ranked the eleventh busiest month of the year, in 2014 it comes in twelfth!



Advertising

-Year-to-date the Chamber has filled, in response to our advertising, 18,438 requests for information on Ozona. We have handed and mailed an additional 4611 to those requesting information.

See what the *Chamber of Commerce web site* is doing on page 5!

Games & Activities at the Chamber

Have family coming to town! Planning an event and need a local activity? Need an educational event for students? Come by the Chamber of Commerce and ask about the following:

Crockett County Interpretive Trail: The trail, located across the parking lot and east of the Visitor Center, is a wonderful collection of the native plants that would be found within a 100 mile radius of Ozona. Over 60 plants have been signed and included in a brochure that will describe the plants and their unique uses, like for food, fiber and even medicine. Included in the trail is a rain harvest exhibit. Learn how to easily collect and conserve water.

GPS Crossword Puzzle: A great way to learn about the history of Ozona and see the many historical markers in and around the town square! You are given a GPS coordinate, which will lead you to a local attraction or historical marker, or at least pretty close! There you will find the answers to the puzzle questions. Make it a contest. The time to beat to complete the puzzle is an hour and 45 minutes! Or just get out and have a good time.

Geocaching: In mid-October the Chamber placed a **Geocache** in the Crockett County Interpretive Trail. To play, go to www.Geocaching.com, type in Ozona's zip code, and then follow the GPS coordinates which take you on an adventure to find a hidden object. To date, we have already had 25 travelers stop in Ozona to search for their "cache"!

December 2014
Webpage and Mobile Viewer Statistics
www.ozona.com

Google Analytics:

5,833 visits: 4,528 new 1,305 returning

Of these 5,833 visits, there were 12,079 page views – of these 9,294 were unique

There were 5,833 visits from 74 countries; 5,463 visits were from US

Top 5 States:

Texas	4,125
California	156
Louisiana	118
Florida	89
Arizona	86

Top 5 Texas Cities:

Houston	712
Dallas	628
Austin	334
Ozona	217
Brownwood	181

Top 20 content searches:

<u>Place:</u>	<u>Page Name:</u>	<u>Number of Hits:</u>
1	Hunting Leases	2,163
2	Home Page	1,960
3	Mobile Home Page	1,134
4	Restaurants	255
5	Shopping	251
6	Lodging	219
7	County Officials	181
8	E-Brochure	168
9	Public Services	163
10	Hot Deals	160
11	Day Trips	150
12	Events Calendar	150
13	Deerfest	139
14	Location	137
15	Membership Director	127
16	Local Attractions	117
17	Job Postings	111
18	Article Search	110
19	Chamber of Commerce	105
20	Mobile History	101

ChamberMaster:

Business Directory Searches	932	Hot Deal Hits	354
Hot Deal Searches	231	Member Page Hits	2,526
Job Searches	113	Job Posting Hits	21

Facebook:

Total Page Likes – Average	888
New Likes	64
Monthly Total Reach	102,276
People engaged	3,443

What Services are sought on the www.Ozona.com web page

For the month of December, at www.ozona.com, there were 932 business directory searches, and 2,526 actual *member page hits*! **These are people looking for YOUR services. Following are the top twenty members that received more than 20 or more page hits:**

OTTER-77	Bunger Real Estate Company, LLC-26	Ozona Cable & Broadband-44
Super 8 Motel & RV-32	Devon Energy Corporation-41	Ozona Body Shop-80
Ozona Chamber-66	Ozona Mercantile-54	Ozona Insurance-55
KYXX 94.3 Radio-47	Knox Floor Covering-32	Will M. Black Real Estate-35
Crockett County Water Dept.-36		Gypsy Chix-38
Pon Seahorn Real Estate-31	Jarrett Juno Ranch-27	Wool Growers-27
Circle Bar Truck Corral-26	Nabors Well Servic-26	Ozona Flour Mill & Goods-36
Tambunga-Attorney at Law-28		Crockett County Deerfest-25
T & C Wholesale-24	VIP Ranch Co-24	The Ozona Stockman-23
Crockett County Museum-22	Gries Ranch-22	Village Drug-22
Riley Systems Consultant-21	Crockett County Abstract-21	Encino RV Park-21
Key Energy Services-21	C & C RV Park & Laundromat-20	Holiday Inn Express-20
Southridge RV Park-20		

The Chamber of Commerce & Visitor Center is the front door to our community. ***So are you taking advantage of your member services?*** Having a sale? Offering a holiday discount? Have old inventory you would like to move? Do you have a new product to introduce? Hiring?

As an added Chamber member benefit, the Chamber Dialogue is an ideal vehicle to gain additional exposure to 178 businesses and individuals. Simply drop off or e-mail your flyer to the Chamber office by the third week of the month. We will mail your flyer along with the newsletter to all Chamber members. Extras will be distributed to visitors at the Chamber office.

You can also post your special "Hot Deal" or event on the Chamber web site, along with job postings. Please note that during the month of December there were 231 Hot Deal searches and 354 actual Hot Deal hits. Every time a Chamber member posts a new Hot Deal, the membership receives an e-mail updating them to all the local specials available.

Have an event or available job you need to promote? Post it on our web site.

Use your Chambermaster login name and password to post updated member information, or contact us at 392-3737 for help.

HELP US to make your member benefits work for YOU!

