

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 Stockman
OUT IN THE WEST, WHERE THE AIR IS PURE, THE CLIMATE AGREEABLE AND THE PEOPLE FRIENDLY—THE BEST PLACE ON EARTH TO CALL HOME

CROCKETT COUNTY'S BEST SOURCE
for award-winning news and advertising!
Independently owned!
Let us print your newspaper today!

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E-mail: publisher@ozonastockman.com
www.ozonastockman.com

The Ozona Chamber of Commerce recognizes The Ozona Stockman as our Business of the Month

For 17 years, Melissa and Paul Perner have owned The Ozona Stockman newspaper.

Since that time, the couple has expanded the newspaper's website, added social media, such as Facebook, Twitter, Instagram and YouTube, and created a phone app.

"You now have multiple ways to receive local news. The printed paper is still our main product, but with the internet, smart phones and social media,

we can post updates daily about what all is going on in Crockett County and the surrounding area," Melissa said.

Melissa is the Editor and Publisher of The Stockman. Paul takes care of the press and equipment. Susan Calloway, who has been with the paper since 1985, is the Advertising Director.

"It takes teamwork to produce the paper each week," Melissa said. The teamwork also includes Ozona High School Students who are part of The Lion Yearbook Staff. Melissa began teaching yearbook, journalism and digital media three years ago for the high school. The students walk down to The Stockman office from the high school during the school year, where they receive hands-on training and experience. Along with photos and articles for The Lion Yearbook, the students also produce photos and article for The Ozona Stockman newspaper. The editors for the 2021-2022 Lion Yearbook are Sydney Knaack and Victoria Nowell. These students are working this summer at The Stockman Office.

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Business of the Month-Continued from page 1

"We are proud that we are able to teach these students and give them some real-world experience. We want to teach them how important journalism, especially local journalism, is right now in providing factual information and news to the community," Melissa said.

The Ozona Stockman was fortunate this year to win several awards from The Texas Press Association and The West Texas Press Association, including First Place Awards for News Writing, Editorial Writing, Photography and Feature Writing.

Melissa has also been named Journalist of the Year twice for the West Texas Press Association.

Melissa also serves on the boards for The National Newspaper Association, Texas Press Association, West Texas Press Association and South Texas Press Association. She has testified in front of the Texas State Legislation and has spoken to U.S. Congressional Representatives on behalf of the newspaper industry.

The Stockman also produces an award-winning Hunting Guide Special Section every Fall.

"Our goal is to deliver the best local journalism to our readers," Melissa said. "We work hard to let our readers know how valuable the newspaper industry is and what battles we are facing."

Along with the newspaper, The Stockman also prints invitations, flyers, posters, business cards, envelopes, letterheads, yard signs and more. The office also sells a variety of office supplies, including printer ink cartridges.

The Stockman Office is open 8 a.m.-5 p.m. Monday and Tuesday, 6 a.m.-5 p.m. Wednesday and 9 a.m.-5 p.m. Thursday and Friday.

Deadline for the paper is noon Mondays.

The Ozona Chamber of Commerce would like to recognize The Ozona Stockman for their success and their ongoing efforts to provide quality service and products to the residents of Crockett County and the surrounding areas. For more information, call (325) 392-2551, email publisher@ozonastockman.com or visit www.ozonastockman.com. The Ozona Stockman can also be found on Facebook, Twitter, Instagram and YouTube.

You Are Invited!



*Good Luck,
Shanon!
We will
miss you!*



OZONA
Chamber of Commerce
& Visitor Center *Texas*

*You Are Invited to Join Us
As We Wish Shanon Well
on Her Next*

Big ADVENTURE!

Tuesday, August 10, 2021
2:00 - 4:30 p.m.

**Visitor Center Conference Room
at 505 15th St.**

Light Refreshments Will be Served.

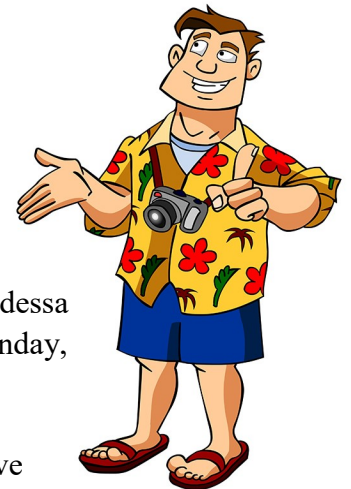
**Contact the Chamber
at 325-392-3737
for more information!**

The Board of Directors and Staff of the Ozona Chamber of Commerce invite you to attend our Come & Go reception on Tuesday, August 10th from 2:00 to 4:30 p.m. at the Visitor Center Conference Room to honor Shanon Biggerstaff for the over 20 years of loyal service she has dedicated to the Chamber. Light refreshments will be served. Check out the Enclosed flyer or contact the Chamber office at 325-392-3737 for more information.

Who walked into the Chamber of Commerce in June

Visitor Center

- Walk-in traffic into the Visitor Center in June 2021 was 1,284, (*A new record!*).
- Walk-in traffic in June of 2020 was 505.
- In June Locals-42, Texas visitors-799, Out of State-438 and Foreign-5
- Traveling: East-770, West-355, North-48 and South-7 (This number represents only those that share with us their destination.)
- Top visiting states for the month of June were CA, AZ, NM, FL, AL.
- Top visiting cities for the month were-El Paso, Houston, San Antonio, Austin, Odessa
- Weekdays in order of the busiest in June were Friday, Wednesday, Tuesday, Monday, Thursday, Saturday.
- Year-to-date Chamber related inquiries 10%, and Tourism related inquiries 90%
- Top requested items or services for the month were: General Tourism, Interpretive Trail, Map, Phone Numbers, Directions.



Advertising

- Year-to-date the Chamber has filled 1,117 requests for information on Ozona. Ozona brochures are handed out to walk-in visitors and mailed to statewide Travel Centers or mailed to inquirers.

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 July.

Crockett County Water Control & Improvement District #1 - 1999

Pon Seahorn Real Estate - 2000

Sonora Bank - 2004

Treto's Tire & Towing - 2009

Eldorado Animal Clinic - 2012

Ozona Cable & Broadband - 2012

Plumbing by Rick, LLC - 2019

All About Rekers Tow / Recovery - 2020



Did You Know?

Crockett County Courthouse was completed in 1902 for a cost of \$30,000. It is listed on both the U.S. National Register of Historic Places and the Recorded Texas Historic Landmarks. Still used in county government today, the building underwent a total restoration in 2011. Learn more about the Courthouse and other local places to visit at www.Ozona.com/Local-Attractions.





What services are sought at www.Ozona.com

For the month of June at www.Ozona.com, there were 10,647 business directory searches, and 2,534 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 - 86
 Sunoco Energy Services, LLC - 45
 Eldorado Animal Clinic - 42
 Epic Permian Operating LLC - 42
 Family Health Center of Ozona - 41
 Crockett County Abstract Company - 37
 Pon Seahorn Real Estate - 32
 L & B Automotive - 31
 The General Store - 31
 Ozona Cable & Broadband - 30
 Barnhart Shaw's General Repair - 29
 Natgas, Inc - 29
 Wool Growers Central Storage - 28
 Jody K. Upham, Attorney at Law - 26
 Kerbow Funeral Home - 26
 Venegas Construction, LLC - 25

The Ozona Stockman - 24
 West Texas Rehabilitation Center - 24
 Alejandro Tree Service - 23
 Close to Our Hearts Country Store - 23
 D's Liquor Store - 23
 El Chato's - 23
 HW Car Wash - 23
 Stokes Drilling Company - 23
 Total Office Solution of West Texas - 23
 Will M. Black, Realtor - Main Street Realtor,
 Hudson Properties - 23
 Zarvona Energy LLC - 23
 Crockett County Collision Repair - 22
 King Construction & Remodel LLC - 22
 Ozona Country Club - 22
 Specialty Diesel Services, LLC - 22

Continued on page 5-Services Sought at Ozona.com

Member Flyers

Enclosed are a number of flyers outlining the services of local businesses and Chamber members.

At no additional charge to our members, we include these flyers in our monthly member mail-out, and post them as Hot Deals on our web site to remind residents and visitors of local services available.

If you would like to see examples of other Hot Deals visit our web site at <http://www.Ozona.com/Hot-Deals>

If there is something you would like to communicate to the general public, whether it is a new product, job opening, sale, or new hours: let us help you get the word out.

Need help creating your flyer—we can help!

FORT LANCASTER
STATE HISTORIC SITE
Where the Past Comes to Life!

Masks & face coverings are encouraged.
 The grounds are accessible for walking, self-guided tours only.
Open Tuesday-Saturday from 9:00 a.m. to 5:00 p.m.
Closed Sunday & Monday
 Visitors should contact the Fort by phone (432-836-4391) the DAY OF THE VISIT to get up to date information.
Learn more about the Fort at
www.visitfortlancaster.com

Services Sought at Ozona.com-Continued from page 4

Stokes, John C.P.A. - 22
 Country Club View Apartments - 21
 Crockett County Water Control & Improvement District #1 - 21
 Le A&N LLC Happy Nails - 21
 Bungler Real Estate Company, LLC - 20
 Hampton Inn - 20
 Johnson Draw RV Park - 20
 RV Repair Crew - 20
 SKG Engineering, LLC - 20
 T Nails & Spa - 20
 7 Oaks Ranch / Philip Walker - 19
 Alpine Ala Carte, LLC - 19
 Crockett County Museum - 19
 Hillcrest Inn & Suites - 19
 Lowe's Market - 19
 MAC - Mike's Auto Care - 19
 Ozona Community Center - 19
 Ozona Insurance - 19
 Plumbing by Rick, LLC - 19
 West Central Wireless - 19
 Ambit Energy - 18
 Clayton-Hill Ranches - 18
 Fort Lancaster State Historic Site - 18
 J. Cleo Thompson Wellness Center - 18
 Ozona Truck Trailer & Emergency Repair - 18
 Area Wide Phone Book - 17
 DJH Oil & Gas, LLC - 17
 Emerald R.V. Campground - 17
 Escondido Draw Recreational Area - 17
 G's RV Park - 17
 Pepe's Cafe - 17
 Red Stag Operating, LLC - 17
 Shannon AirMed1 - 17
 Sutton County Steakhouse - 17
 Treto's Tire & Towing - 17
 Triple C RV - 17
 UniFirst - 17
 Village Drug - 17
 ASU - Small Business Development Center - 16
 DCP Midstream Partners, LP - 16
 Debbie Forehand Wilson, Realtor - 16
 Discovery Natural Resources LLC - 16
 Economy Inn & RV Park - 16
 Village Barber and Beauty Shop - 16
 Americas Best Value Inn - 15
 Baggett Family Limited Partnership - 15
 Bug Express Pest Control - 15
 Crockett Automotive, Inc. - 15
 Crockett National Bank - 15
 Crockett Taxidermy & Processing - 15
 D & P R.V. Lots - 15
 Interim Hospice of San Angelo - 15
 Lone Star Contracting, LLC - 15

Mediajaw - 15
 New Beginnings Ozona - 15
 Ozona Environmental, LLC - 15
 Republic Hotel of Ozona - 15
 Rusty Gold on the Square - 15
 Soto Inc. - 15
 Travelodge - 15
 VIP Ranch Co - 15
 Western Poster Service, Inc. - 15
 White, Mr. & Mrs. Mark - 15
 X-Bar Ranch Nature Retreat & RV - 15
 Advanced Technology Solutions - 14
 Bahlman Cleaners - 14
 Bill Black Ranch - 14
 CGF&R Inc. - 14
 Crockett County Public Library - 14
 Quality Inn - 14
 Triple C Hardware Lumber & Rental, Inc. - 14
 AEP Texas - 13
 Ball & Strunk Partners, Ltd. - 13
 CTWP / Lisa Michalewicz - 13
 Crockett County Consolidated Common School District - 13
 Esperanza Ranch - 13
 Fesco, LTD - 13
 Hudspeth River Ranch - 13
 J J Marley Ranch - 13
 JL Ready Mix Concrete - 13
 KYXX Ozona 94.3 FM - 13
 Stuart Operating, LLC - 13
 Twistflower Ranch Nature Retreat - 13
 All About Rekers Tow / Recovery - 12
 Baggett "Bandera" Ranch - 12
 Better Business Bureau of the Permian Basin - 12
 Howard's Well Ranching Company - 12
 Millspaugh Ranch Company LLC - 12
 Southwest Texas Electric Coop - 12
 Thomas Cameron, Attorney at Law - 12
 Aries Residence Suites - 11
 Crockett County DeerFest Association - 11
 Dublin Hunters Group - 11
 Fred H. Chandler Ranching - 11
 Freeman-Kincaid Ranch - 11
 Holiday Inn Express Ozona - 11
 Jarrett Juno Ranch Partnership - 11
 Double "T" Ranch - 10
 Lester Wright - 10
 Names & Numbers - 10
 Ozona Bank - 10
 Perry Family Trust - 10
 Sam's Club - 10
 Sonic Drive-In - 10
 Sonora Bank - 10
 XL Ranch c/o David Gardner - 10

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

For **June 2021**, Ozona.com had 3,510 sessions: 2,797 new users 345 returning users

Of these 3,510 sessions, there were 6,021 page views – of these 5,084 were unique (1st time views)

The 3,510 sessions were from 45 countries and 2,706 sessions were from US.

Bounce Rate: 72.45% Avg. Session Duration: 00:01:31 Pages/Session: 1.72 Avg. Sessions/Month: 3,953

Devices Used to Access: Mobile: 67.74% Desktop: 29.71% Tablet: 2.55%

Top 5 States:

Texas	2,094
California	123
Florida	53
Arizona	52
New Mexico	32

Top 5 Texas Cities:

Dallas	451
Austin	346
Houston	295
San Antonio	138
San Angelo	104

Top 20 Content Searches

1. Homepage	1,630	11. History	113
2. Area Attractions	437	12. Lodging/RV	105
3. Travel Itineraries	432	13. Local Attractions	98
4. Hunting Leases	345	14. Visitor Guide	96
5. Pandale Crossing	219	15. Interesting Facts	86
6. Public Parks	210	16. Restaurants/Dining	80
7. Photo Gallery	186	17. Chamber of Commerce	71
8. County Officials	150	18. Public Services	67
9. Events Calendar	145	19. Job Postings	64
10. Facebook Pages	142	20. Contact Us	62

Chamber Master (Membership Directory Data Base)

Business Directory Searches	10,647	Hot Deal Hits	1,010
Hot Deal Searches	1,243	Member Page Hits	2,534
Job Searches	184	Job Posting Hits	34

Top Searched Chamber Master Service Categories:

Towing Services	50	Universal Car Charging Station	48	Roadside Assistance	46
Tires-Sales & Repair	49	Website Design/Dev./Hosting	48	Housing	45
Signs	48	RV Parks	47	Restaurants	45
Tesla Car Charging Station	48	Real Estate	46	Welding Supplies	45
Tree Service	48				

Social Media Pages / Internet

Facebook Tourism

10,173	Beginning Fans (5-31-21)
10,224	Ending Fans (6-30-21)
51	Net Likes
61,630	Total Paid Reach
5,454	Total Organic Reach
7,105	People Engaged
2,330	Daily Viral Reach
899	Daily Logged-in Page Views
73,399	Total Impressions of All Posts
3.66%	% of Invites Accepted

Facebook Business

754	Beginning Fans (5-31-21)
760	Ending Fans (6-30-21)
6	Net Likes
9,675	Total Paid Reach
1,668	Total Organic Reach
632	People Engaged
576	Daily Viral Reach
149	Daily Logged-in Page Views
14,501	Total Impressions of All Posts
16.67%	% of Invites Accepted

Google

2,136	Search (approx.)
4,387	Total Google Business Page Views
3,893	Listings on Map
494	Listings on Search
1,930	Photo Views
8	Clicks to Website
30	Clicks for Driving Directions
5	Clicks for Phone Calls

Texas Outside

New Ownership Transitions

Twitter

102	Total Followers
1,535	Impressions