

*Hang Your Hat In History*

OZONA CHAMBER OF COMMERCE

& VISITOR CENTER PARK

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## CHAMBER DIALOGUE

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### **The Chamber of Commerce recognizes Mi Familia Restaurant as our Business of the Month**

Mi Familia Restaurant is a family owned and operated restaurant that opened July of 2015. The restaurant owners are Maria and Felix Venegas. “As long as we can remember, this has always been a dream of moms. When we were little, she would sit us all down and pretend to be a waitress. She would take our order and would cook whatever it is that we picked”, says Maria’s children. “When mom and dad first bought the building, dad wanted it to be a convenience store but mom just wasn’t convinced. Mom was insistent that she wanted to open a restaurant. We all told mom that it was going to be a lot of work but she said it didn’t matter, this was her dream and with God’s help it was all going to work out.”



Left to right: Lisa Odom, Mia Venegas, Quinton Odom, Kaitlyn Venegas, Mason Odom, Felix Venegas Sr., and his wife Maria, Felix Venegas Jr., and his wife Leslie.

On behalf of the Venegas Family, we would like to thank everyone for supporting our business.

Mi Familia Restaurant offers a variety of Mexican and American food. It is open Monday through Friday, 11am-2pm and 5-9pm. All you can eat catfish is also offered every Friday. To reach Mi Familia, you can call (325) 392-4100. They are located at 201 Avenue E you can also follow the business on Facebook (Mi Familia Ozona).

The Ozona Chamber of Commerce would like to recognize Mi Familia as an asset to our business community and recognize them for their quality service.

### *Ozona welcomes ChickaDee's Fish 'n' Chicken*

County officials, Chamber Board of Directors, staff, ambassadors and locals all gathered at a Ribbon Cutting ceremony held Friday, June 16<sup>th</sup>, to welcome ChickaDee's Fish 'n' Chicken restaurant to the community, and as a new member of the Chamber of Commerce. Guests enjoyed samples of fish, chicken, hot puffs, hush puppies, apple pie and more.

"Opening a restaurant is something my sister and I just always wanted to do," said owner Kevin Taylor. "We got to looking around town and noticed that there wasn't any place to get good old home style fried chicken.

It took a lot of work, but we got this building back in shape. We scored a 96 on our Heath Inspection, and the inspector said he didn't recognize the place after we completed our repairs and improvements."

"We named the business after my granddaughter, Serinidee," said Kelle West, sister and co-owner of the restaurant. "This is a family business and we have been very fortunate to have some great employees on staff. Of course there is Kevin and I, my daughter Charlie West, Kevin's wife Laura, Cora Harrison, Alyssa Newlin, Eva Tinney, Vanassa Ureste, Vanessa Tobar and Anthony Dominguez."

"We have received very nice comments and are having a great time. We are seeing a lot of repeat customers, and the first thing they do when they walk in, is check our Combo Board for specials. Next week we will begin offering daily specials Monday through Friday, just check our Facebook page" said Kevin.

ChicaDee's Fish 'n' Chicken offers individual and family style fried chicken and fish combo meals. Surprising favorites are gizzards and liver. You can build your own meal with assorted lists of sides. Available are chicken breasts, legs, thighs and wings, hot wings and chicken strips, french fries or mashed potatoes and gravy, cole slaw, okra or corn on the cob, hot puffs with honey or hush puppies.

ChicaDee's Fish 'n' Chicken is open Monday through Saturday, 11am to 8pm, and closed on Sunday's. They are located at 312 Avenue E and can be reached at 392-2221, or e-mail Kelle at [hottlunchlady@gmail.com](mailto:hottlunchlady@gmail.com). You can also follow the business on Facebook/ChickaDee's Fish 'n' Chicken.





## 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 June.

Bill Black Ranch-1990  
 Hospice of San Angelo-2004  
 Mr. & Mrs. Fred Deaton-2007  
 Holiday Inn Express Ozona-2008  
 L & B Automotive-2015  
 Alpine Ala Carte, LLC-2016

## Announcing the 6th Bi-Annual South West Texas Oil and Gas Trade Show

The Chamber will host its 6th Bi-Annual Oil and Gas Trade Show October 4-5, 2017. Registration information is available at [Ozona.com](http://Ozona.com). Following is the show schedule:

### Wednesday, October 4, 2017- Set-Up Day

8:30 a.m.– 4:30 p.m. Registration / Exhibitor Set-Up - Crockett County Fair Park Convention Center. Convention Center will be locked at 4:30p.m.  
**Security will be provided for all outdoor exhibitors overnight.**

### **Golf available at the Ozona Country Club**

Dinner on your own-A list of restaurants & entertainment provided at check-in.



### Thursday, October 5, 2017

9:00 a.m.-6:00 p.m. **TRADE SHOW** at the Crockett County Fair Park Convention Center  
 11:30 a.m.-1:30 p.m. **NETWORKING LUNCHEON** with Keynote Speaker  
 1:30-6:00 p.m. **TRADE SHOW** continues at the Crockett County Fair Park Convention Center  
 6:00 p.m. Trade Show Adjourns

## Who walked into the Chamber of Commerce in May

### Visitor Center

- Walk-in traffic into the Visitor Center was 679 people
- YTD our visitors are down -1.80% or 50 visitors for the same period of time last year
- Where are they from? Texas visitors-316, Out of State-141, Local-212, Foreign-10
- Traveling: East 219, West-165, North-22 and South-13
- Top visiting states for the month year were-AZ, NM, CA, FL, LA
- Top visiting cities for the month were-El Paso, Midland, Austin, San Antonio, Odessa
- Week days in order of the busiest were Tuesday, Friday, Monday, Wednesday, Saturday, Thursday
- Year to date Chamber related inquiries 19%, Tourism 81%
- Top requested items or services for the month were: general tourism, restaurants, maps, directions, Interpretive Trail



### Advertising

-Year-to-date the Chamber has filled, in response to our advertising, 2,182 requests for information on Ozona. An additional 1,685 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 May, at [www.Ozona.com](http://www.Ozona.com), there were 435 business directory searches, and 724 actual *member page hits*! **These are people searching for YOUR services. Following are the members that received 20 or more page hits:**



Epic Permian Operating, LLC-64  
 Venegas Construction, LLC-31  
 Lopez Construction & Remodeling-24  
 Pizza Mia-24  
 Will M. Black Real Estate-22  
 L & B Automotive-21  
 Pon Seahorn Real Estate-21

As demonstrated above, the Chamber of Commerce & Visitor Center is the front door to our community. As noted above there were 435 business directory searches. ***So are you taking advantage of your member services?***

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

For **May 2017**, Ozona.com had 3,015 sessions: 2,390 new 625 returning  
 Of these 3,015 sessions, there were 5,425 page views – of these 4,587 were unique (1st time views)  
 The 3,015 sessions were from 53 countries and 2,838 sessions were from US.

Bounce Rate: 72.07%                      Average Session Duration: 00:01:29

**Top 5 States:**

Texas	2,172
California	95
Utah	56
Connecticut	55
Louisiana	46
New York	46

**Top 5 Texas Cities:**

Houston	354
Dallas	336
Austin	263
Comanche	109
San Antonio	106

**Top 20 Content Searches**

1. Homepage	1,533	11. Local Attractions	108
2. Hunting	883	12. Lodging	96
3. Photo Gallery	255	13. Pandale Crossing	90
4. Area Attraction	162	14. Job Postings	84
5. Restaurants	138	15. Public Services	80
6. History	127	16. Contact	66
7. Interesting Facts	126	17. Hot Deals	62
8. Events Calendar	118	18. Shopping	62
9. Location	116	19. Churches	55
10. Travel Itineraries	112	20. Membership Directory	50

**Chamber Master (Membership Directory Data Base)**

Business Directory Searches	435	Hot Deal Hits	240
Hot Deal Searches	75	Member Page Hits	724
Job Searches	238	Job Posting Hits	14

**Top Searched Chamber Master Service Categories:**

Roadside Assistance	7	Air Medical Transport	3	Housewares	2
Health	5	Rental Properties	3	Lodging	2
Car Wash	4	Clothing	2	RV Parks	2
Gifts	4	Feed Store	2	Welding Supplies	2
Pharmacy	4	Hotels	2		

**Social Media**

**Facebook**

5,707	Fans
40	New Likes
199,779	Total Paid Reach
20,755	Total Organic Reach
12,671	People Engaged
169	Daily Logged-in Page Views
245539	Total Impressions of All Posts
89	Ozona Campaign-Results
65,204	Ozona Campaign-Impressions
9,331	Ozona Campaign-Individuals

**Google**

615	Search
1,610	Total Google Business Page
1,415	Listings on Map
305	Listings on Search
1,367	Photo Views
9	Clicks to Website
40	Clicks for Driving Directions
12	Clicks for Phone Calls

**Twitter**

75	Total Followers
3,138	Impressions

**Texas Outside**

16,085	Visitors to site
40	Clicks Through