

**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



CHAMBER DIALOGUE

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The Ozona Chamber of Commerce recognizes Treto's Tire & Towing as our Business of the Month

"Treto's Tire & Towing is a family-owned company that has expanded over the years. We have a tire shop located at 907 Sheffield Road where we provide tire services, oil changes, new tire sales, brake repairs/replacement, trailer repairs, minor vehicle repairs, and sell semi/auto necessities. We also have our towing service which provides you with all of your towing needs. We own two heavy duty wreckers with one being a rotator, medium & light duty wreckers, rollbacks, belly dumps, winch trucks, water trucks, as well as many small powered industrial forklifts, skid steers, backhoes & skytracs. We also provide state & commercial inspections, 24-hour roadside assistance, and are your local U-Haul Neighborhood Dealer," said Rigo Treto, Owner.

"We would like for our customers to know that we are grateful for all the support and business you all have given us. Without you all, we would not have been able to expand and grow into what we are now. We would like to also say thank you to the communities around for allowing us to serve you. We are looking forward to many more years," said Rigo.

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The Ozona Chamber of Commerce would like to recognize Treto's Tire & Towing for their success and their ongoing efforts to provide quality service and products to the residents and travelers on I-10.

If you would like to reach Treto's Tire & Towing, you may call 325/392-9111, or visit their web site at www.TretosTireandTowing.com. Hours of operation are Monday – Friday from 7:00am – 6:00pm & Saturday from 7:00am-12:00pm.

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 - 1999

Mr. & Mrs. Fred Deaton - 2007

Holiday Inn Express Ozona - 2008

L & B Automotive - 2015

Alpine Ala Carte, LLC - 2016

J. Cleo Thompson Wellness Center - 2018

Triple C RV - 2019

Le A&N LLC Happy Nails - 2020

**We invite you to take a moment
to visit the Crockett County
Interpretive Trail**

located across from the Visitor
Center at 505 15th Street. Many of
the native plants are in full bloom.
You'll be glad you did!



You can help us market Ozona

The Ozona Chamber of Commerce markets our local and surrounding businesses and attractions using social media platforms. As you know, when the oil and gas industry is NOT booming, our town then depends upon the traffic off the interstate to stop and spend money in our town. **HELP US TO HELP OZONA**. Summer is here and people are making their travel plans. Visit our web site and Facebook pages. Share with your family and friends, who will share with their family and friends, activities available in Ozona. Go to Ozona.com, click on Tourist Info, then Travel Itineraries for ideas on what to do while in and around Ozona. You will find itineraries for less than two hours, a half-day or full day, and scenic driving tours, motorcycle routes and more. Sharing with your family, friends and co-workers is the best way to market Ozona.

**Go to www.Ozona.com and check out Travel Itineraries,
and go to www.Ozona.com/Facebook-Pages
to link to our Facebook pages.**

**You can find us
online at:**



Welcome new member

Bob Buchholz Ranch

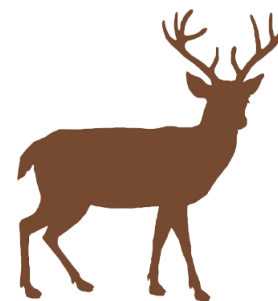
Bob Buchholz

1251 CR 220

Eldorado, TX 76936

325/650-5331

DEER SEASON ONLY: Western
Schleicher County, 6,863 acres:
2 bucks, 2 does, can be split up by
pastures.



Ozona Chamber of Commerce celebrates a great turnout for the June Lunch & Learn!

The Ozona Chamber of Commerce hosted a Lunch & Learn on Thursday, June 17th, partnering with the Concho Valley Workforce Solutions. Foster Specialist and speaker William Tucker spoke to attendees about three programs that could be of benefit to youth and adults who have been displaced in the workforce, seeking to improve their workforce skills and or those looking to begin a career.

William spoke about the Workforce Innovation Opportunity Act or WIOA. These grant monies are available to both youth from 16-24 and adults 18 and over. The program monies are geared towards those that are economically disadvantaged, offenders seeking employment, youth new to the workforce, those looking to improve their skills or begin a new career.

Individuals apply for eligibility at workintexas.com and must meet certain test level scores. Those with scores too low will receive assistance to reach necessary levels for program approval. It takes 30-45 days for the application process and approval. If approved, grant monies can pay full tuition, daycare, transportation, and tools needed to complete the program. Guests learned there is a board approved list of targeted associate degree level occupations that are in demand in Texas. Fields approved include business administration, medical, CDL, law enforcement, education, and more.

William spoke of the WEX, or Workforce Experience Program, geared towards youth 16-24 looking for work. Applicants seeking employment who are looking for an early start should register with WIOA. They will be assisted with mock interviews and added to a data base. The WEX program also involves employers seeking workers. The WIOA grants will pay up to nine weeks of full wages for applicants that are hired and trained. The intent of this program is to expose first time workers to soft skills needed to succeed in the business world. WIOA will pay up to \$11 an hour in wages. If the employer normally pays a higher hourly wage, the number of weeks will be decreased to make the adjustment.

A final program discussed was the OJT or On the Job Training Program. Employers receive a reimbursement of up to 50% of wages paid if they are willing to offer training, provide documentation listing skills learned. Employers will receive a pre-screened list of applicants between the ages of 16-24 years old.

Any local employer who is interested in the WEX or OJT programs should contact Araceli Hernandez with the Concho Valley Workforce Solutions at 325/703-2425 who also visits Ozona twice per month. Araceli will be reaching out to local businesses and schools during her trips to Ozona.



Guest speaker William Tucker of Concho Valley Workforce Solutions addresses the Lunch & Learn attendees on June 17th.



Left to right: Kailey Scott, Mariah Hodges, Grace Upham, Audrey Upham, Dawson Owens

Ozona Chamber of Commerce and 4-H Partners

The Ozona Chamber of Commerce would like to take this opportunity to thank the Crockett County Extension Office and members of the 4-H program for their assistance.

"Located across the parking lot from the Chamber offices is the Crockett County Interpretive Trail, a local attraction the Chamber markets to draw travelers off the interstate into Ozona to spend their dollar that contribute to our local economy." said Chamber President, Shanon Biggerstaff. "The trail is a natural interpretation of how plant material would be viewed in an open pasture, all in one location! There are 87 different native plants,

signage and a brochure outlining the interesting qualities about each plant. In addition, you will find a rain harvest exhibit showcasing how one can easily collect rain water. Surrounding the water tank is a fence that sorely needed to be weather sealed. We appreciate the members of 4-H who were able to come over and help out."

Part of the 4-H pledge is "Hands through larger service" - a commitment to make our communities a better place to live. "In 4-H, that means giving back to your town through community service. All 4-H members are encouraged to do community service projects. On June 21st, 4-H members participated in community service at the Crockett County Interpretive Trail located across from the Ozona Chamber of Commerce," said Kailey Scott. "4-H members worked to beautify and preserve the fence surrounding the tank."

If you are interested in supporting the Crockett County Interpretive Trail, through donations or volunteer work, please contact the Chamber offices at 325/392-3737.

Who walked into the Chamber of Commerce in May 2021

Visitor Center

- Walk in traffic into the Visitor Center in May was 1,009 versus 282 in 2020.
- In May: Locals-21, Texas visitors-617, Out of State-369 and Foreign-2
- Traveling: East-575, West-339, North-23 and South-10
(this number represents only those that share with us their destination)
- Top visiting states for the month of May were-CA, AZ, NM, FL, LA
- Top visiting cities for the month were-El Paso, San Antonio, Austin, Houston, Alpine.
- Weekdays in order of the busiest in May were Friday, Thursday, Tuesday, Saturday, Wednesday, Monday
- Year-to-date Chamber related inquiries 9%, and Tourism related inquiries 91%
- Top requested items or services for the month were: General Tourism, Interpretive Trail, Maps, Texas Travel Guides, Restaurants



Advertising

- Year-to-date the Chamber has filled 1,003 requests for information on Ozona. Ozona brochures are handed out to walk-in visitors and mailed to statewide Travel Centers or inquirers.

What services are sought at www.Ozona.com

For the month of May at www.Ozona.com, there were 7,199 business directory searches, and 2,022 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 - 106 | Ozona Bank - 17 |
| Epic Permian Operating LLC - 36 | Ozona Country Club - 17 |
| Wool Growers Central Storage - 36 | Village Barber and Beauty Shop - 17 |
| Crockett County Water Control & Improvement District #1 - 31 | Bunger Real Estate Company, LLC - 16 |
| Venegas Construction, LLC - 29 | MAC - Mike's Auto Care - 16 |
| Pon Seahorn Real Estate - 28 | Mediajaw - 16 |
| Crockett County Collision Repair - 26 | Ozona Community Center - 16 |
| Eldorado Animal Clinic - 26 | Ozona Truck Trailer & Emergency Repair - 16 |
| Family Health Center of Ozona - 26 | Stuart Operating, LLC - 16 |
| Natgas, Inc - 26 | UniFirst - 16 |
| Le A&N LLC Happy Nails - 25 | West Texas Rehabilitation Center - 16 |
| Barnhart Shaw's General Repair - 24 | CTWP / Lisa Michalewicz - 15 |
| Mi Familia Restaurant - 24 | Country Club View Apartments - 15 |
| Alejandro Tree Service - 23 | JL Ready Mix Concrete - 15 |
| Triple C Hardware Lumber & Rental, Inc. - 23 | Johnson Draw RV Park - 15 |
| 7 Oaks Ranch / Philip Walker - 22 | Ozona Insurance - 15 |
| RV Repair Crew - 22 | Plumbing by Rick, LLC - 15 |
| Bug Express Pest Control - 21 | Soto Inc. - 15 |
| Emerald R.V. Campground - 21 | The General Store - 15 |
| HW Car Wash - 21 | The Ozona Stockman - 15 |
| Kerbow Funeral Home - 21 | Treto's Tire & Towing - 15 |
| L & B Automotive - 21 | Crockett Automotive, Inc. - 14 |
| Lowe's Market - 21 | Stokes, John C.P.A. - 14 |
| Rusty Gold on the Square - 21 | Western Poster Service, Inc. - 14 |
| Total Office Solution of West Texas - 21 | Alpine Ala Carte, LLC - 13 |
| Triple C RV - 21 | Ambit Energy - 13 |
| Close to Our Hearts Country Store - 20 | Bill Black Ranch - 13 |
| Crockett County Museum - 20 | Crockett County Public Library - 13 |
| Hampton Inn - 20 | J. Cleo Thompson Wellness Center - 13 |
| Ozona Cable & Broadband - 20 | Ozona Environmental, LLC - 13 |
| Pepe's Cafe - 20 | Quality Inn - 13 |
| Stokes Drilling Company - 20 | West Central Wireless - 13 |
| T Nails & Spa - 20 | Bahlman Cleaners - 12 |
| Americas Best Value Inn - 19 | DJH Oil & Gas, LLC - 12 |
| Crockett Taxidermy & Processing - 19 | Debbie Forehand Wilson, Realtor - 12 |
| D's Liquor Store - 19 | Hillcrest Inn & Suites - 12 |
| King Construction & Remodel LLC - 19 | Sutton County Steakhouse - 12 |
| Sunoco Energy Services, LLC - 19 | Zarvona Energy LLC - 12 |
| Will M. Black, Realtor - Main Street Realtor, Hudson Properties - 19 | Crockett County DeerFest Association - 11 |
| All About Rekers Tow / Recovery - 18 | DCP Midstream Partners, LP - 11 |
| Crockett County Abstract Company - 18 | El Chato's - 11 |
| Interim Hospice of San Angelo - 18 | Fort Lancaster State Historic Site - 11 |
| SKG Engineering, LLC - 18 | New Beginnings Ozona - 11 |
| X-Bar Ranch Nature Retreat & RV - 18 | Red Stack Operating - 11 |
| D & P R.V. Lots - 17 | Specialty Diesel Services, LLC - 11 |
| Escondido Draw Recreational Area - 17 | Twistflower Ranch Nature Retreat - 11 |
| G's RV Park - 17 | J J Marley Ranch - 10 |
| | Thomas Cameron, Attorney at Law - 10 |
| | Village Drug - 10 |

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

For **May 2021**, Ozona.com had 3,713 sessions: 3,047 new users 367 returning users

Of these 3,713 sessions, there were 7,389 page views – of these 5,945 were unique (1st time views)

The 3,713 sessions were from 46 countries and 2,935 sessions were from US.

Bounce Rate: 72.04% Avg. Session Duration: 00:01:27 Pages/Session: 1.99 Avg. Sessions/Month: 4,041

Devices Used to Access: Mobile: 64.37% Desktop: 32.84% Tablet: 2.78%

Top 5 States:

| | |
|------------|-------|
| Texas | 2,187 |
| California | 121 |
| Arizona | 77 |
| Virginia | 57 |
| Florida | 53 |

Top 5 Texas Cities:

| | |
|-------------|-----|
| Dallas | 428 |
| Austin | 374 |
| Houston | 356 |
| San Antonio | 139 |
| San Angelo | 89 |

Top 20 Content Searches

| | | | |
|-----------------------|-------|--------------------------|-----|
| 1. Homepage | 1,580 | 11. Public Parks | 121 |
| 2. Travel Itineraries | 609 | 12. History | 118 |
| 3. Hunting Leases | 431 | 13. Interesting Facts | 113 |
| 4. Area Attractions | 428 | 14. Restaurants/Dining | 112 |
| 5. Pandale Crossing | 225 | 15. Lodging RV | 106 |
| 6. Photo Gallery | 211 | 16. Location | 103 |
| 7. County Officials | 164 | 17. Public Services | 98 |
| 8. Visitor Guide | 137 | 18. Local Attractions | 93 |
| 9. Events Calendar | 131 | 19. Job Postings | 82 |
| 10. Facebook Pages | 123 | 20. Membership Directory | 79 |

Chamber Master (Membership Directory Data Base)

| | | | |
|-----------------------------|-------|------------------|-------|
| Business Directory Searches | 7,199 | Hot Deal Hits | 903 |
| Hot Deal Searches | 855 | Member Page Hits | 2,022 |
| Job Searches | 168 | Job Posting Hits | 36 |

Top Searched Chamber Master Service Categories:

| | | | |
|----------------------|----|--------------------|----|
| Feed Store | 31 | Museums | 29 |
| Utilities | 30 | Oil & Gas Services | 29 |
| Apartments | 29 | Pre-Need Insurance | 29 |
| ATV/OHV Trail | 29 | Welding Supplies | 29 |
| Diesel & Gas Engines | 29 | | |

Social Media Pages / Internet

Facebook Tourism

| | |
|--------|--------------------------------|
| 10,141 | Beginning Fans (4-30-21) |
| 10,173 | Ending Fans (5-31-21) |
| 32 | Net Likes |
| 71,021 | Total Paid Reach |
| 1,650 | Total Organic Reach |
| 4,152 | People Engaged |
| 646 | Daily Viral Reach |
| 578 | Daily Logged-in Page Views |
| 78,601 | Total Impressions of All Posts |
| 8.85% | % of Invites Accepted |

Facebook Business

| | |
|--------|--------------------------------|
| 754 | Beginning Fans (4-30-21) |
| 754 | Ending Fans (5-31-21) |
| 0 | Net Likes |
| 13,057 | Total Paid Reach |
| 2,209 | Total Organic Reach |
| 1,050 | People Engaged |
| 1,557 | Daily Viral Reach |
| 173 | Daily Logged-in Page Views |
| 17,620 | Total Impressions of All Posts |
| 20.00% | % of Invites Accepted |

Google

| | |
|-------|------------------------|
| 1,900 | Search (approx.) |
| 4,802 | Total Google Business |
| | Page Views |
| 4,271 | Listings on Map |
| 531 | Listings on Search |
| 1,940 | Photo Views |
| 7 | Clicks to Website |
| 31 | Clicks for Driving |
| | Directions |
| 2 | Clicks for Phone Calls |

Texas Outside

New Ownership Transitions

Twitter

| | |
|-----|-----------------|
| 103 | Total Followers |
| 938 | Impressions |