

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 Double T Ranch as our Business of the Month

The Chamber of Commerce would like to recognize Double T Ranch as our Business of the Month.

The land that comprises the Double T Ranch has been owned by the J. Cleo Thompson family for over 50 years. Located on the northwest edge of Ozona, the Double T encompasses the Crockett County Airport near her east border and sprawls to the west for about 15 miles. Cattle, hair sheep, and plenty of native wildlife roam the pastures which are worked by Jimmy Nowell, Bill Brown, and Art Roane.



"We've been fortunate to be able to use resources provided by the Thompson family and Mother Nature to try to improve the land, livestock, and wildlife here," says Art, manager since 1989. "Nature is teaching us that she is a willing partner if one pays attention and tries to work with, instead of against, her. We are continually learning from the opportunities that each day offers. We plan animal working, pasture, and equipment usage with flexibility to be able to deal with unforeseen circumstances such as rains or lack thereof. The abundance and diversity of forages from this year's welcome rains have helped heal the ground that resiliently sustains through periodic drought. The health of the land is a top priority here as we believe that healthy land equals healthy animals and good water. Because a portion of Ozona's water supply comes from wells on the Double T, and the quantity and quality of that water is tied to what grows on and in the soil, we strive to make responsible decisions as land managers, be that with brush control, planned grazing, livestock numbers, mix of grazing species, or influencing wildlife population and diversity.

"The owners and crew on the Double T Ranch take being a part of the community seriously and will continue to make responsible choices that enrich that relationship."

The Ozona Chamber of Commerce would like to recognize Double T Ranch for their commitment to quality regarding resources, especially water, that is so valuable to the community.

For more information, or if you have questions, you can contact Double T Ranch at 325-226-5416, or by fax at 325-392-2595 or by E-Mail: aroane@jcleo.com.



Hampton Inn Ribbon Cutting

Chamber Board of Directors, staff and Ambassadors, county officials, family and friends, as well as local business owners all gathered at a Ribbon Cutting Monday, September 18th, to welcome the Hampton Inn as a new business to the community of Ozona. Chamber President, Shanon Biggerstaff, introduced the Hampton Inn by Hilton, hotel Manager Amit Patel and attendees to the event.

“We have 72 rooms, outside designated smoking areas, rooms with two queen size and one king beds,” said Amit. “Our rooms have 43” LED TV’s, Dish Network, wireless or wired Internet, microwaves, coffee makers, refrigerators, irons, and hair dryers. We have both a business and fitness center available to our guests. Our meeting room can accommodate 50 people. It includes a built-in projector with available screen, sound system and an area to set up refreshments or a meal. It is available to local groups as well. We also have digital check in and digital key. This allows guests to check in online or via the Hilton mobile app. Customers may also choose to receive a digital key which is accessed through the app and their smart phone becomes the key to access their room and other areas of the hotel allowing guests to bypass the front desk if they choose.”

Guests then enjoyed a tour of the property which included a “Welcome to Ozona” corner. Overnight guests will find everything from a toothbrush and toothpaste to first aid supplies, snacks, drinks, sandwiches, ice cream and more. Following the tour, participants enjoyed a catered meal by El Chatos in the hotel breakfast area.

For more information, you can reach the Hampton Inn at 325/392-1449 or E-mail: amit.patel4@hilton.com.



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 September.

Unifirst-1997

Soto, Inc.– 1998

DCP Midstream Partners, LP-2002

Jody K. Upham, Atty. At Law-2006

Carmen Sutton-2010

Approach Resources, Inc. 2011

Ambit Energy-2012

Francine Friend-2012

Star Ranch Exotics-2015

Toro Loco Promotions-2016

Buchholz Ranches-2016

Wildlife Systems, Inc.-2016

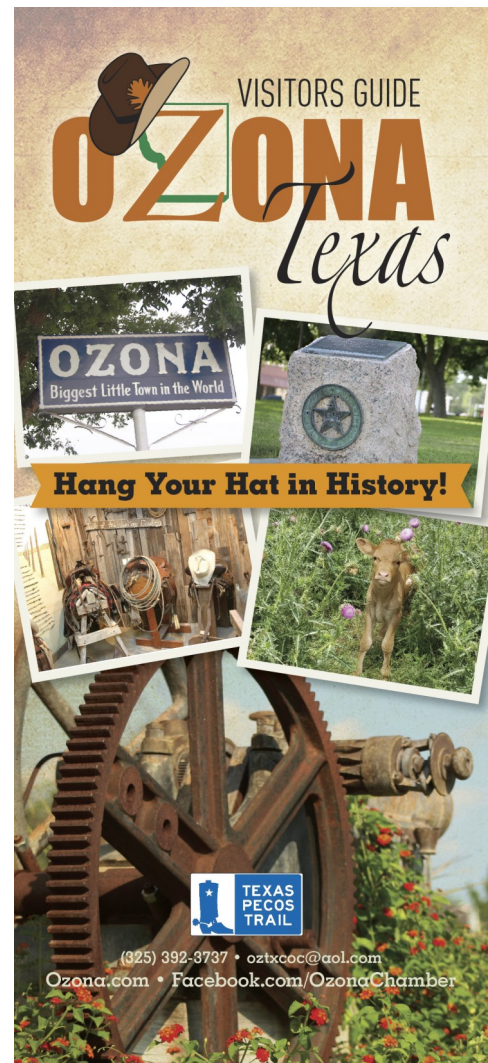
CGF&R, Inc.-2016

Chamber unveils new brochure

The Ozona Chamber unveils a new community brochure that will make its first appearance at the Texas State Fair this week. In addition, the new Ozona brochure will be mailed to the twelve TxDOT Travel Information Centers located across the state.

The brochure, formally a 4 panel fold out, is now a 13 page booklet including an index of “What’s Inside”. The brochure features an overview of Ozona, area attractions, area map, Ozona & The Texas Pecos Trail, general information about the community, the airport and a list of lodging facilities.

To see the new brochure, stop by the Chamber office to pick up a copy or go to www.Ozona.com, and scroll down to “View Brochure”.



Who walked into the Chamber of Commerce in August

Visitor Center

- Walk-in traffic into the Visitor Center in August was 365 people
- YTD we have seen 4,195 visitors, down -0.50% or 31 visitors the same period of time last year
- Where are they from? Texas visitors-2,533, Out of State-982, Local-557, Foreign-123
- Traveling: East 1,927, West-1,074, North-261 and South-90
- Top visiting states for the month year were-AZ, CA, IL, FL, NM
- Top visiting cities for the month were-El Paso, San Antonio, Midland, Austin, San Angelo
- Weekdays in order of the busiest were Wednesday, Thursday, Friday, Saturday, Tuesday, Monday
- Year to date Chamber related inquiries 17%, Tourism 83%
- Top requested items or services for the month were: maps, directions, general tourism, Interpretive Trail, Hunting



Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 13,135 requests for information on Ozona. An additional 2,077 brochures have been handed out to walk-in visitors and mailed to statewide Travel Centers

What services are sought at www.Ozona.com

For the month of August, at www.Ozona.com, there were 278 business directory searches, and 634 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-74
- Family Health Center of Ozona-38
- Ozona Flour Mill & Goods, LLC 26
- Venegas Construction, LLC-26
- Crockett County Water Control & Improvement-23
- L & B Automotive-21



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

For **August 2017**, Ozona.com had 3,175 sessions: 2,497 new 678 returning

Of these 3,175 sessions, there were 5,702 page views – of these 4,842 were unique (1st time views)

The 3,175 sessions were from 58 countries and 2,875 sessions were from US.

Bounce Rate: 71.37% Average Session Duration: 00:01:28

Top 5 States:

Texas	2,163
California	105
Louisiana	54
Arizona	53
Florida	45

Top 5 Texas Cities:

Dallas	323
Austin	312
Houston	249
San Antonio	140
Llano	113

Top 20 Content Searches

1. Homepage	1,609	11. History	123
2. Hunting	852	12. Location	112
3. Photo Gallery	282	13. Job Postings	105
4. County Officials	225	14. Pandale Crossing	94
5. Area Attractions	159	15. Public Services	89
6. Lodging	148	16. Membership Directory	77
7. Local Attractions	129	17. Contact	68
8. Travel Itineraries	126	18. City County Map	64
9. Events Calendar	125	19. Interesting Facts	64
10. Restaurants	125	20. Churches	56

Chamber Master (Membership Directory Data Base)

Business Directory Searches	278	Hot Deal Hits	111
Hot Deal Searches	49	Member Page Hits	634
Job Searches	244	Job Posting Hits	34

Top Searched Chamber Master Service Categories:

Roadside Assistance	9	Alterations	2	Health	2
Carports	4	Convenience Store	2	Hunting	2
RV Parks	4	Diesel & Gas Engines	2	Oil & Gas Services	2
Land Clearing	3	Digital/HD Cable	2	Water Well Service	2

Social Media

Facebook

5,921	Fans
78	New Likes
168,786	Total Paid Reach
12,681	Total Organic Reach
11,510	People Engaged
199	Daily Logged-in Page Views
227,636	Total Impressions of All Posts
73	Ozona Campaign-Results Reached
57,424	Ozona Campaign-Impressions
5,967	Ozona Campaign-Individuals Reached

Google

757	Search
4,544	Total Google Business Page Views
4,013	Listings on Map
531	Listings on Search
1,530	Photo Views
16	Clicks to Website
18	Clicks for Driving Directions
12	Clicks for Phone Calls

Twitter

77	Total Followers
2,587	Impressions

Texas Outside

6,772	Visitors to site
19	Clicks Through to Ozona.com