

Hang Your Hat In History
OZONA CHAMBER OF COMMERCE
& VISITOR CENTER PARK

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CHAMBER DIALOGUE

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December 2015

The Chamber Recognizes the Village Barber and Beauty Shop as our Business of the Month

“The Village Barber and Beauty Shop has been in Ozona for 40 years. I have been operating my shop for the past 13 years,” said Sandy Montgomery, Owner. “This is a family salon and we strive to offer great service and reasonable prices.”

The salon specializes in color, high lights low lights, foils, perms, facial waxing, lash and brow tinting, and ear piercing. “All chemical services are guaranteed when you use the professional products we recommend.”

Featured are razor cuts, scissor cuts, clipper cuts, by level cuts, stack bobs, swing bobs, men’s cuts, fades and flat tops. “Just show us a picture and we can tell you whether your hair will work with that style. Baby’s first haircut is free and it comes with a certificate.”

Other all natural salon products offered, without ammonia, are Farouk, Chi, Biosilk, Crew and Johnny B.

“We are environmentally safe! Bring the kids while you get your hair cut and they can enjoy a play area set up especially for the little ones.”

“Come in and get your hair cut 10-12 inches and I will send your hair to Locks of Love. It takes 6 pony tails to make one wig. I sent off 12 pony tails this year. In October, if you donate to Locks of Love, your hair cut is free.”

“I am excited to announce that coming the summer of 2016, is a Spray Tanning Booth.”

The Village Barber and Beauty shop is located at 904 11th Street. Hours of operation are Tuesday through Friday, 8:30 a.m. to 5:00 p.m. Services after hours and Saturdays are by appointment only.

The Chamber of Commerce would like to recognize the Village Barber and Beauty Shop for providing a quality business that is an asset to the community. You can reach Sandy Montgomery at her shop by calling (325)392-3803 or her cell phone at (325)226-4855, or by e-mail at villagebarbershop@verizon.net.



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 **DECEMBER**

Perry Family Trust - 1983

Oglesby Ranch - 2003

Barnhart Shaw's General Repair - 2005

Discovery Natural Resources LLC - 2007

Casey A. Riley, Systems Consultant - 2008

Bug Express Pest Control - 2012

Gallery Cafe - 2012

Interim Healthcare Hospice - 2013



Welcome New Member

Stanford Plumbing

710 County Rd., 412

Eldorado, TX 76936

Mark Stanford-Owner

Master Plumber –M-38127

(325)853-2500

(325) 277-2570

mstan123@verizon.net

Servicing Ozona, Eldorado & Sonora

"Your Local Licensed Plumber"

Fully stocked truck. Video drain inspection, drain cleaning, gas/water sewer re-piping, fixture repair & replacement, emergency repairs, water heaters.



From the Chamber of Commerce

Board of Directors and Staff–

MERRY CHRISTMAS & HAPPY NEW YEAR

Paige Skehan-Chairman

Paul Stroope– Vice-Chairman

Susie Bishop-Treasurer

Barbie Myers-Past Chairman

Board of Directors: Heather Claburn & Laurie Hale

Staff

Shanon Biggerstaff –President, CTE

Cathy English-Interactive Media Coordinator

Vicki Davis & Dalia Flores-

Visitor Center/Member Receptionists



Evening on the Town Continues to Grow

The Ozona Chamber of Commerce and local Chamber member businesses teamed up to host our third annual Evening on the Town.

Hosted on Thursday, December 10th, from 6:00-8:30 p.m., 16 local businesses participated. Many had activities, refreshments, sales, or specials to take advantage of during this festive season. Customers were able to pick up a free ticket at each of the participating businesses to earn a chance to win a door prize. The more businesses you visited, the better your chances to win. Whether you needed trinkets, gifts, or were just hungry along the way, there was something for everyone in the family to enjoy. Santa and Mrs. Claus, the Community Choir, and members of the high school band were out providing entertainment throughout the evening.

The event was a success! Total attendees were 546, up 216 from last year. Of the total attendees, 353 were first time attendees, and 194 were repeat attendees.



Farewell to Board of Directors



The Chamber said farewell to Board of Directors Barbie Myers and Susie Bishop. Barbie served on the board for 6 years and on the Executive Committee for 5 as Chairman, Past-Chairman and Treasurer. Susie also served on the Executive Committee 3 of the 4 years she was on the board as Chairman and Treasurer.

Both ladies will be missed and we wish to thank them for the service to the Chamber.

Crockett County Interpretive Trail Update



Trail Designer, Terry Tate brings new plant material, wildflower and bluebonnet seeds, as well as some native grass seed to the trail for planting.

The trail, now featured in the Texas Parks & Wildlife Heart of Texas West Map, continues to draw the interest of travelers coming through town.

Located across the parking lot from the Visitor Center, the trail is open 24 hours to be enjoyed.

Who walked into the Chamber of Commerce & Visitor Center in November

Visitor Center

- Walk-in traffic into the Visitor Center for the month-314 people
- Where are they from? Texas visitors-162, Out of State-78, Local-58, Foreign-16
- Year to date traffic into the Visitor Center is 4,338 visitors
- Top states visiting Ozona for the month-CA, AZ, NM, FL, MN
- Top cities visiting Ozona for the month-San Antonio, San Angelo, Houston, Austin, El Paso
- Year to date Chamber related inquiries 27%, Tourism related 73%
- Week days in order of the busiest for the month-Monday, Tuesday, Friday, Wednesday, Thursday, Saturday,
- Top Requested Items-Restaurants, Lodging, Interpretive Trail, Directions, General Tourism

Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 19,332 requests for information on Ozona. An additional 4,682 brochures have been handed out to walk-in visitors and mailed to state wide Travel Centers.



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

For the month of **November 2015**, Ozona.com had 4,347 sessions: 3,449 new 898 returning.

Of these 4,347 sessions, there were 7,397 page views – of these 6,137 were unique (1st time views)

The 4,347 sessions were from 43 countries and 4,135 sessions were from US.

Top 5 States:

| | |
|------------|-------|
| Texas | 3,315 |
| California | 116 |
| Louisiana | 102 |
| Virginia | 65 |
| Florida | 58 |

Top 5 Texas Cities:

| | |
|-------------|-----|
| Houston | 638 |
| Dallas | 489 |
| San Antonio | 258 |
| Brownwood | 238 |
| Austin | 153 |

Top 20 Content Searches

| | | | |
|----------------------|-------|---------------------------|----|
| 1. Hunting Leases | 2,051 | 12. Mobile Hunting Leases | 83 |
| 2. Homepage | 1,101 | 13. Job Postings | 77 |
| 3. Mobile Homepage | 740 | 14. Location | 77 |
| 4. Lodging | 256 | 15. Membership Directory | 76 |
| 5. Restaurants | 205 | 16. Chamber of Commerce | 66 |
| 6. Local Attractions | 174 | 17. Weather | 62 |
| 7. Events Calendar | 145 | 18. City-County Map | 61 |
| 8. Public Services | 132 | 19. Interesting Facts | 59 |
| 9. County Officials | 92 | 20. Airport | 55 |
| 10. Hot Deals | 92 | 21. Mobile Restaurants | 55 |
| 11. Mobile History | 86 | | |

Chamber Master (Membership Directory Data Base)

| | | | |
|-----------------------------|-----|------------------|-------|
| Business Directory Searches | 841 | Hot Deal Hits | 262 |
| Hot Deal Searches | 160 | Member Page Hits | 1,370 |
| Job Searches | 91 | Job Posting Hits | 5 |

Social Media Pages

Facebook

| | |
|---------|-------------------------|
| 1,869 | Total Page Likes – Avg. |
| 51 | New Likes |
| 298,196 | Monthly Total Reach |
| 13,638 | People Engaged |
| 212 | Page Views |

Google+

| | |
|-------|-------------------------------|
| 1,096 | Search |
| 127 | Google+ Page Views |
| 328 | Post Views |
| 1,671 | Photo Views |
| 42 | Clicks to Website |
| 17 | Clicks for Driving Directions |
| 13 | Clicks for Phone Calls |

Twitter

44 Total Followers

Pinterest

| | |
|-----|-----------------|
| 9 | Total Followers |
| 0 | Total Likes |
| 2 | Repins |
| 702 | Impressions |
| 306 | Users Reached |

Instagram

| | |
|-----|----------------------|
| 17 | Total Followers |
| 126 | Total Likes Received |

Top Searched Chamber Master Service Categories:

| | | | | | |
|-----------------------|----|------------------|---|------------|---|
| Roadside Assistance | 23 | Gifts | 8 | Remodeling | 7 |
| Restaurants/Fast Food | 15 | Automotive Sales | | Salon | 7 |
| Oil & Gas Services | 10 | & Services | 7 | | |
| Auto Repair | 8 | Laundry | 7 | | |
| Entertainment | 8 | Newspaper | 7 | | |

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

For the month of October, at www.Ozona.com, there were 1,179 business directory searches, 141 Hot Deal searches and 273 actual hits, 141 job searches, and 2,017 actual *member page hits*! **These are people looking for YOUR services!**

Devon Energy-23

Ozona Cable & Broadband-37

OTTER-48

Nana's Homestyle Cooking-36

Barnhart Shaw's General Repair-24

The Ozona Stockman-30

Pon Seahorn Real Estate-23

Family Health Center of Ozona-21

Pon Seahorn Real Estate-31

Jarrett Juno Ranch-26

Ozona Flour Mill & Goods-21

Ozona Mercantile-21

Wool Growers Central Storage-25

Crockett County Water Dept-21



THE CHAMBER OF COMMERCE HAS BEGIN PROCESS OF UPDATING OUR MEMBERSHIP DIRECTORY. THIS SAME INFORMATION IS USED TO UPDATE OUR WEB SITE.

THIS IS A PAINSTAKING PROCESS THAT REQUIRES YOUR ASSISTANCE TO ENSURE ACCURACY.

WE GREATLY APPRECIATE YOUR COOPERATION, PATIENCE AND SPEEDY RESPONSE

MERRY CHRISTMAS & HAPPY NEW YEAR!