

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

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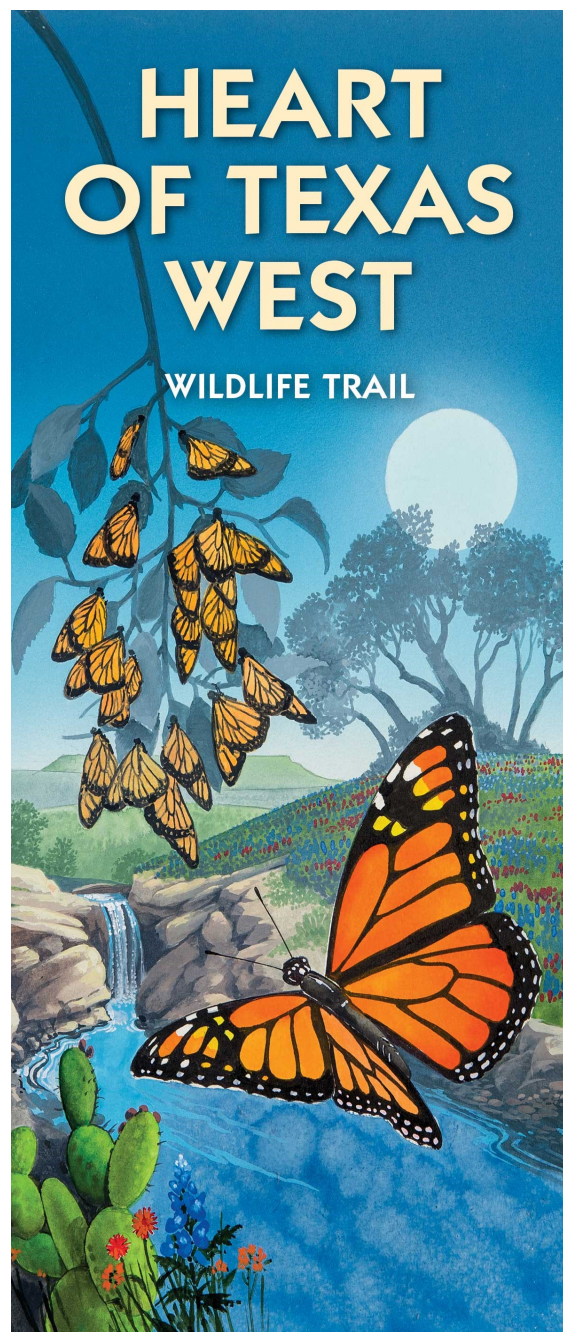


CHAMBER DIALOGUE

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Ozona is on the Map

On October 15th the Ozona Chamber of Commerce hosted the celebration and launch of the new Heart of Texas West Wildlife Trail driving map published by Texas Parks & Wildlife (TPWD). One of nine in the Great Texas Wildlife Trails Program, these wildlife and birding maps will guide travelers to the best nature viewing spots in the state.

The Heart of Texas West Map stretches north from San Angelo down south to Del Rio, west from Ozona and east into the Texas Hill Country. Included in the map are 115 sites and 12 separate loops, or trails, each of which encompasses an array of wildlife, nature and birding sites. The map furnishes information about trail locations, detailed instructions on how to reach each site and GPS coordinates where available.

“We have been working with local and area attractions as well as TPWD for several years now to insure that the new map includes our county. There were no attractions in Crockett County on the previous map. Now included is the Crockett County Interpretive Trail (located across the parking lot from the Visitor Center), Fort Lancaster Historic Site, Escondido Draw Recreation Area, Twistflower and Jarrett Juno ranches,” said Shanon Biggerstaff, President of the Chamber.

Followed by a welcome given by County Judge Fred Deaton, Shelly Plante, Nature Tourism Manager with TPWD, shared with guests the program, new maps, and new highway signs that will now be posted in Crockett County.

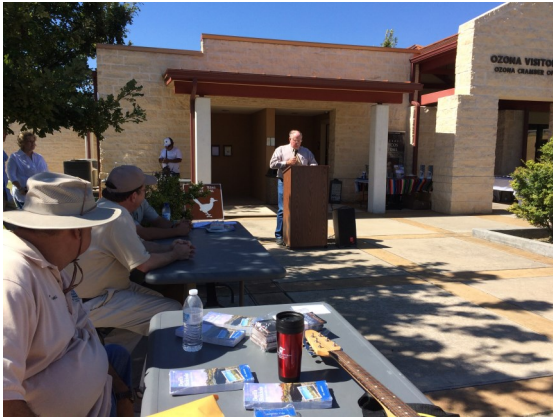
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Along with the unveiling of the map, there were fourteen local and regional attractions on-hand to talk to residents about the sites to visit in the area. The Caverns of Sonora, the Eaton Hill Nature Center and Sonora Historic Society were present. Also the Devil's Sinkhole from Rocksprings, the Hummer House from Christoval, the X-Bar Ranch from Eldorado, and representatives of the Texas Pecos Trail, and the Texas Camel Corp. were present.

Over 400 local school children and residents stopped by the Visitor Center to view the map, learn about area attractions and to see camels Richard and Jadid.

The new maps are available at the Ozona Visitor Center and on the Texas Parks & Wildlife web site. Over 400,000 of these maps are distributed a year.



4H Works in Interpretive Trail

As part of their community service, Kailey Roberts, FCS County Extension Agent, brought the 4-H kids over to the Visitor Center and Crockett County Interpretive Trail to put in some volunteer hours on Saturday, October 15th.

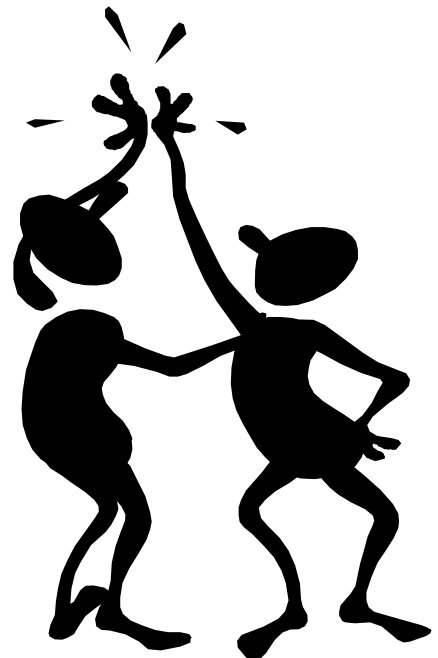
The Ozona Chamber of Commerce thanks them for spending the morning clearing the walking trail of weeds and debris. They did a super job!



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 **October**:

Fred Chandler-1996
Key Energy Services-1997
Mesa Land Services-1999
Dollar General-2006
Millspaugh Ranch Company-2011
Snowflake Donut & Kolache Shop-2011
Encino RV Park-2012
L & S Partners-2012
Southridge RV Park-2012
Total Office Solutions of West Texas-2013
Rusty Gold on the Square-2013
Parties to Go-2013
Kerbow Funeral Home-2013
Bunger Real Estate-2014
G & H Oil & Lube-2014
House of Flowers-2014



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

Visitor Center

- Walk-in traffic into the Visitor Center for the month-167 people
- Where are they from? Texas visitors-153, Out of State-74, Local-79, Foreign-43
- Year to date traffic into the Visitor Center is 3,635 visitors
- Top states visiting Ozona for the month-CA, AZ, NM, OH, TN
- Top cities visiting Ozona for the month-San Antonio, Houston, San Angelo, El Paso, Alpine
- Year to date Chamber related inquiries 28%, Tourism related 72%
- Week days in order of the busiest for the month-Tuesday, Thursday, Wednesday, Friday, Saturday, Monday
- Top Requested Items-Oil Show, Maps, Restaurants, Interpretive Trail, Hotel Coupons, History



Advertising

- Year-to-date the Chamber has filled, in response to our advertising, 14,295 requests for information on Ozona. An additional 3,047 brochures have been handed out to walk-in visitors and mailed to state wide Travel Centers.

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

For the month of September, 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!**

Following are the members that received 20 or more page hits:

Devon Energy-51	KYXX Ozona 94.3 FM Real Country-22
Ozona Cable & Broadband-48	Knox Floor Covering-20
OTTER-33	L & B Automotive-22
Barnhart Shaw's General Repair-35	Triple C Hardware-21
Pon Seahorn Real Estate-59	Dublin Ranch, LLC-20
Ozona Flour Mill & Goods-70	
Wool Growers Central Storage-28	
Chamber of Commerce-36	
Venegas Construction, LLC-43	
Super 8 Motel & RV Park-27	
Family Health Center of Ozona-27	
Crockett County Water Dept-24	
Ozona Mercantile-28	
Sonic-26	
Dollar General-25	
The General Store-34	
Will M. Black Real Estate-34	

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

For the month of **September 2015**, Ozona.com had 3,102 sessions: 2,409 new 693 returning.

Of these 3,102 sessions, there were 5,838 page views – of these 4,753 were unique (1st time views)

The 3,102 sessions were from 44 countries and 2,958 sessions were from US.

Top 5 States:

Texas	2,368
California	97
Arizona	48
Florida	35
Louisiana	34

Top 5 Texas Cities:

Houston	345
Dallas	335
Brownwood	256
San Antonio	221
Austin	130

Top 20 Content Searches

1. Home Page	1,095	11. Chamber of Commerce	97
2. Hunting Leases	1,037	12. Job Postings	79
3. Mobile Home Page	543	13. Membership Directory	71
4. Lodging	187	14. Location	69
5. Local Attractions	161	15. Search	68
6. Restaurants	138	16. Oil Show Details	66
7. Public Services	132	17. Oil Show	63
8. Interesting Facts	130	18. Contact Us	61
9. Events Calendar	121	19. Churches	61
10. County Officials	114	20. Hot Deals	58

Chamber Master (Membership Directory Data Base)

Business Directory Searches	1,651	Hot Deal Hits	254
Hot Deal Searches	139	Member Page Hits	2,060
Job Searches	103	Job Posting Hits	8

Social Media Pages

Facebook

1,707	Total Page Likes – Avg.
144	New Likes
144,697	Monthly Total Reach
9,819	People Engaged
116	Page Visits

Google+

1,235	Search
0	Google+ Page Views
72	Post Views
1,140	Photo Views
52	Clicks to Website
22	Clicks for Driving Directions
0	Clicks for Phone Calls

Twitter

39 Total Followers

Pinterest

9	Total Followers
0	Total Likes
2	Repins
639	Impressions
300	Users Reached

Instagram

9	Total Followers
78	Total Likes Received

Top Searched Chamber Master Service Categories:

Oil & Gas Services	19	Catering	15	Internet	13
Feed Store	18	RV Park	15	Painting	13
Hunting	16	Apparel	14	Remodeling	13
Roadside Assistance	16	Real Estate	14	Repair	13
AC/Heating	15				