



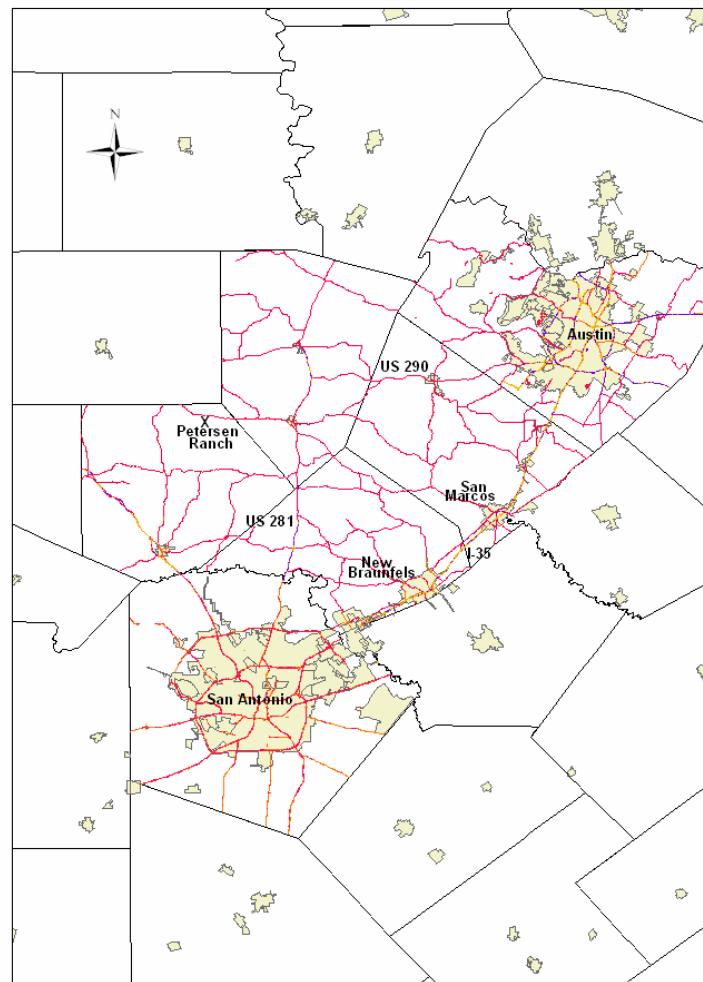
The Value of Springs to The Petersen Ranch

Location



- 60 miles SW of Austin
- 50 miles North of San Antonio
- 12 miles West of Blanco
- 18 miles SE of Fredericksburg
- 8 miles SW of Luchenbach

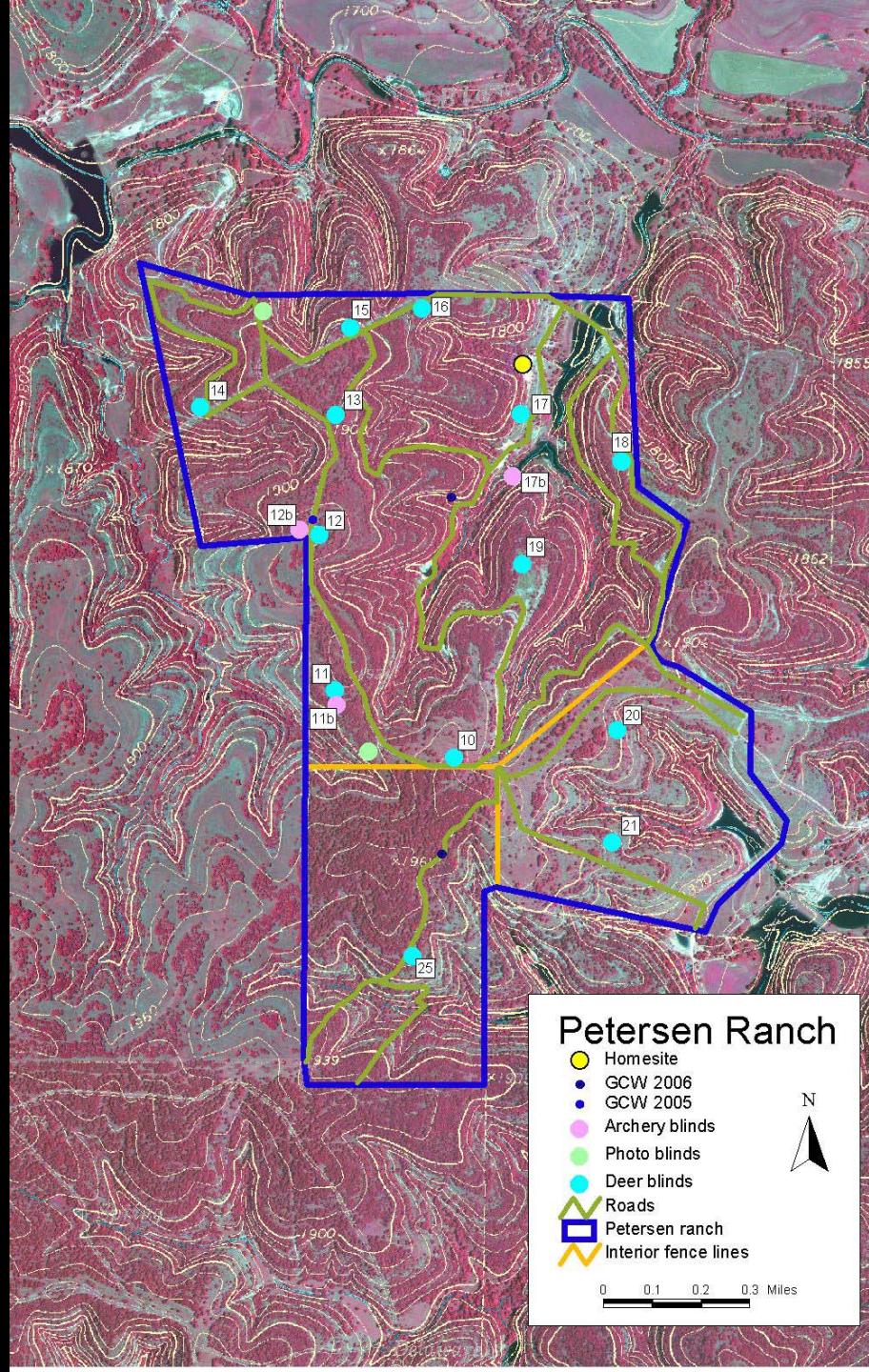
Property In Relation to Major Cities



Map 1

Ranch Overview

- 800 Acres
- Very diverse habitat
 - 250 feet of elevation change
 - deep canyons, flat plateaus, sloping hills
 - deciduous forests, riparian habitat
 - savanna grasslands
 - numerous perennial seeps, springs and streams
 - 5 lakes
- 10 miles of roads and trails crossing all habitat types



Species of The Petersen Ranch

- 135 species of birds
 - Two federally listed endangered songbirds
 - Black-Capped Vireo
 - Golden-Cheeked Warbler
- 28 species of reptiles
- 21 species of mammals
- 118 species of forbs
- 58 species of trees and woody shrubs
- 44 species of grass

*Species identified to date. Not considered a complete list.

Nature Tourism Business Model

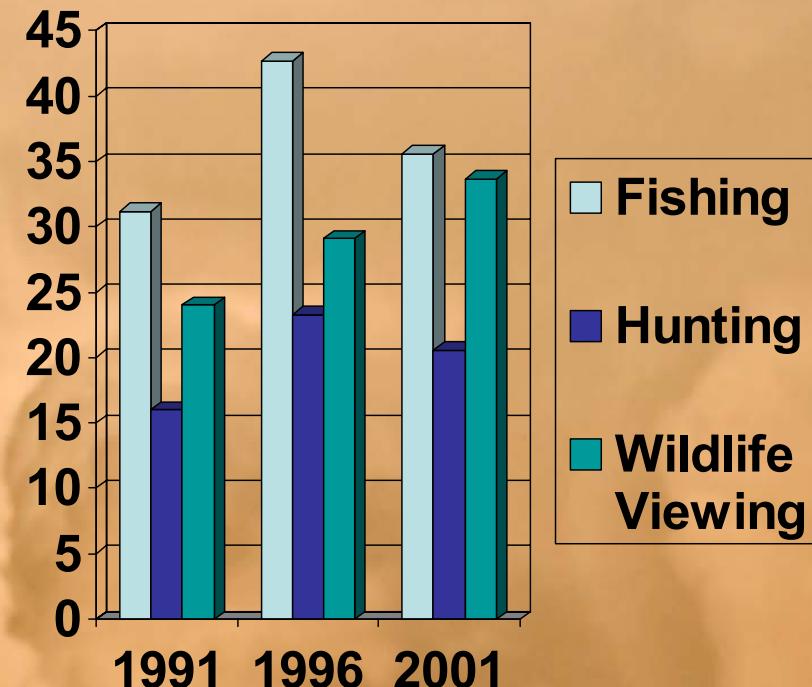
- Hunting 
- Fishing
- Wildlife watching
 - Nature photography
 - Nature tours

How Do These Activities Compare?

- Fishing 
 - \$35.6 billion in expenditures
 - 34 million anglers
- Hunting
 - \$20.6 billion in expenditures
 - 13 million hunters
- Wildlife Watching
 - \$38.4 billion in expenditures
 - 66.1 million participants

National Trends in Related Expenditures

- Fishing
 - Increased ~~17%~~ from 1991 to 1996; then decreased 17% in 2001
- Hunting
 - Increased 47% from 1991 to 1996; then decreased 12% in 2001
- Wildlife Viewing
 - Increased 21% from 1991 to 1996; then increased again in 2001 by 16%
 - Overall increase of 41% between 1991 and 2001!



Private Landowners & Conservation

- 94% of the land in Texas is privately held
- Large scale conservation is impossible w/o the participation of private landowners
- Without value, habitat will not be preserved
- Without income habitat cannot be maintained or restored
- Economics=Conservation

Business Facts

- It is ~~impossible~~ to make money in business if your competition gives that product away for free!

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- For certain activities, private landowners can offer nature enthusiasts a far superior product
- For any business, diversification is a good thing
- For nature tourism diversity is essential

Water Drives Diversity

- Habitat ~~around~~ water is more diverse than any other
 - Plants
 - Animals
 - Scenery
 - Fish
- Water provides more things to enjoy

Water is a natural magnet

- For people 
- For wildlife
- For people watching, photographing or interacting with wildlife

Wildlife Photography

- Market size
 - 23 Million people photographic wildlife annually
 - 9.4 Million average 8 days/year traveling to photograph
- Industry will be slow to develop
- Regional and individual marketing is the key
- Images for Conservation Fund
 - 401(c)3
 - Helping to create market awareness
 - www.imagesforconservation.org

It All Starts With the Springs



A picture is worth a thousand
words















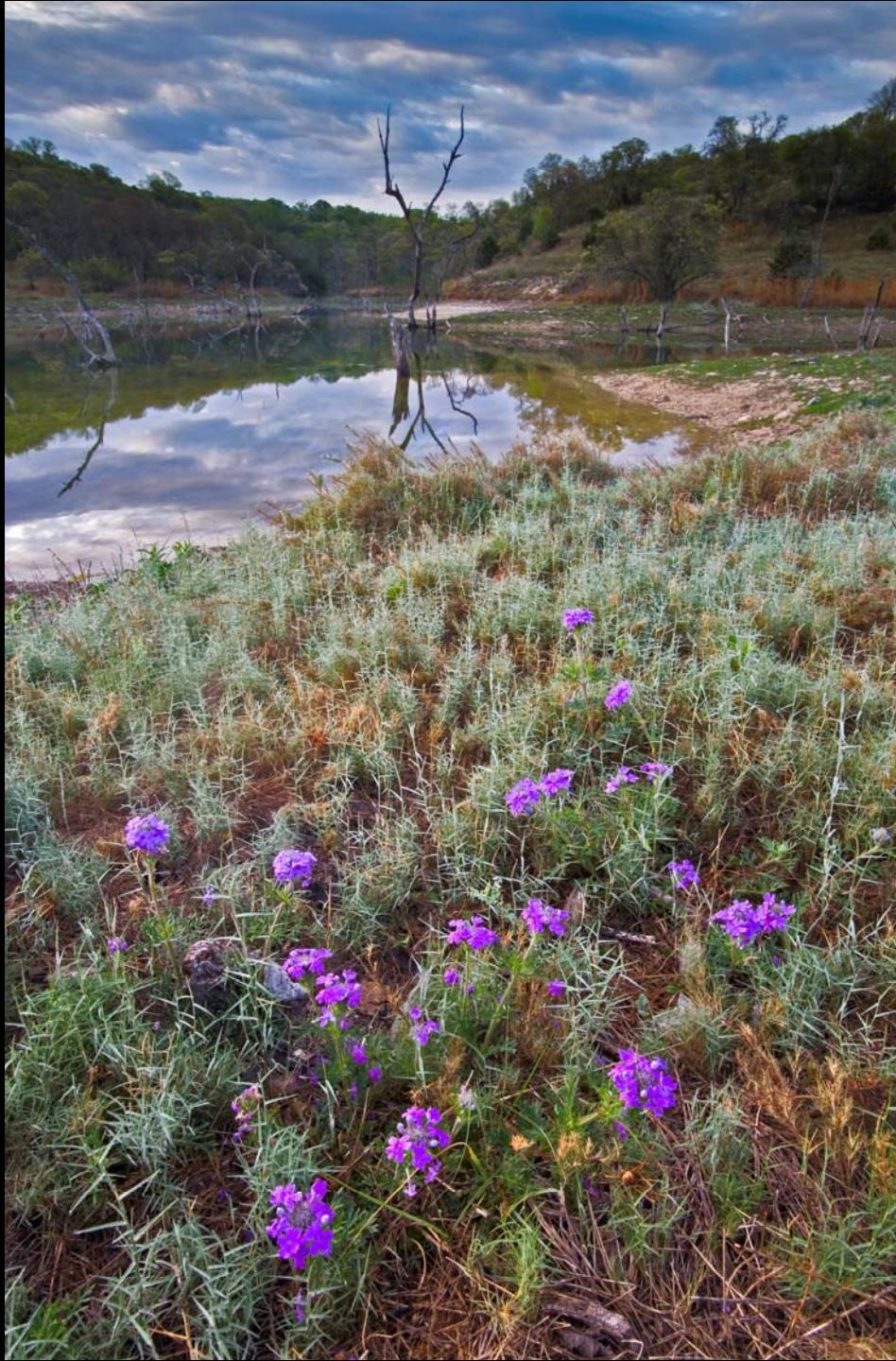


























Petersen Ranch
Blanco Texas

www.thepetersenranch.com