

Maverick Ranch-Fromme Farm

Yates/WR Longhorn Cattle
National Register of Historic Places District
Wildlife Preserve/ Heart of Texas Wildlife Trail

Est. 1907 by George M. Maverick
Mary Vance Maverick

P.O. Box 1264, Boerne TX 78006-1264 (830) 981-4477 (830) 981-4202 fax
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PRESS RELEASE for immediate release
APRIL 3, 2007

Historic Ranch-Farm requests SAWS Board of Directors:

- 1. cease CCN sewer lines to protect nature tourism, wildlife habitat, endangered species, clean water and**
- 2. cease plan for cutting trees on historic road.**

The Maverick Ranch-Fromme Farm is in NW Bexar County which is the gateway to the Texas Hill Country. We are a working cattle ranch and we have a wildlife watching business.

Because of careful preservation of wildlife habitat we are home to both endangered songbirds, the Golden-cheeked Warbler and the Black-capped Vireo. We take people out wildlife watching and each year our business gets more customers. Nature tourism has become an important component of our economic goals.

Do you know?

- Tourism is the third largest industry in Texas. Nature tourism is the fastest growing segment of this industry.
- Important today and for future generations: nature tourism gives Texas economic opportunities to build and diversify. Nature tourism can be the life-blood of a local economy.
- Nature tourism is a sustainable industry based on conserving natural resources and rural areas. It is a clean industry.

Wildlife watching is driving billions in spending around the country:

- In the U.S. (2001) - more than 66 million people 16 years of age and older went wildlife watching.
- They spent over \$38.4 billion on trips and equipment and the total state sales tax revenues were estimated at \$2.1 billion.

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How did Texas Wildlife Watching do in 2001?

- \$1,282.9 million in Expenditures/Sales
- \$56.1 million in State Sale Tax Revenues
- 28,377 jobs

How will Bexar County lose out on Texas Hill Country nature tourism?

- By putting sewer and water lines up NW Bexar County's creeks and through its wildlife habitat.
- By cutting trees on historic roads.
- By building unwanted infrastructure that brings unbridled urban sprawl thus destroying wildlife habitat.

Where will wildlife watchers THEN take their dollars to see Texas Hill Country wildlife?

- Out of Bexar County.
- No wildlife, no nature tourism.

Summary – nature tourism in NW Bexar County:

- Growth industry
- Clean industry
- Insures clean water, scenic views, wildlife habitat
- Creates sustainable businesses with long term gains
- Keeps alive the goose that laid the golden egg (where have we heard that before back in the 1920s?)

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We enjoy and promote the business of nature tourism. With the preservation of our land and habitat and a ranching and wildlife watching business we have given the Maverick Ranch – Fromme Farm its ticket to the future. We will keep our golden goose very much alive.

The Maverick Ranch – Fromme Farm joins with its beautiful neighborhood community of NW Bexar County in calling upon the Board of Directors of San Antonio Water

System to cease on two efforts immediately:

Cessation of SAWS application #35568-C to the Texas Commission for Environmental Quality to amend CCN (Certificate for Convenience and Necessity) #20285 to provide sewer utility service in Bexar, Medina and Kendall Counties. Preserve NW Bexar County and help promote its nature tourism.

Cessation of SAWS plans for cutting down and destroying all of the trees on the east side of historic Boerne Stage Road, north its intersection with Scenic Loop Road and Toutant-Beauregard Road. What kind of message does this callous disregard for our native trees send to the NW Bexar County neighborhood community?

Nature tourism sources:

http://www.tpwd.state.tx.us/landwater/land/programs/tourism/statistics_reports/

http://www.tpwd.state.tx.us/landwater/land/programs/tourism/economic_benefits/index.phtml

http://library.fws.gov/nat_survey2001_economics.pdf