With the rise in urbanization, it has become important to recognize the value of outdoor industries. To accomplish this, Kelley is estimating the economics of agriculture, hunting, and tourism industries in the Trans-Pecos region. This includes visitor data, travel statistics, agriculture census data, and estimated values of wildlife species. This project relies considerably on cooperation from professionals in the natural resource field to locate and gain access to data. Results from compiling this data will allow us to create a tangible product to demonstrate the value of these industries to landowners and the public, not only in the Trans-Pecos but also to others across the state that may be interested in the economic potential of West Texas.

STUDENT PROFILE
Kelley’s passion for wildlife conservation began when growing up on the outskirts of Victoria County. Her father taught her about natural resources and the importance of each organism that could be found around the farm. Through her exploration at home, Kelley found an interest in wildlife photography and sharing her work with others. During her undergraduate education at Texas A&M University-Kingsville, she had the opportunity to be the first student there to earn a certification in digital wildlife photography. Using the tools of photography and education, she enjoys spreading awareness of conservation and opening the conversation to everyone through outreach opportunities.

PROJECT PROFILE
With the rise in urbanization, it has become important to recognize the value of outdoor industries. To accomplish this, Kelley is estimating the economics of agriculture, hunting, and tourism industries in the Trans-Pecos region. This includes visitor data, travel statistics, agriculture census data, and estimated values of wildlife species. This project relies considerably on cooperation from professionals in the natural resource field to locate and gain access to data. Results from compiling this data will allow us to create a tangible product to demonstrate the value of these industries to landowners and the public, not only in the Trans-Pecos but also to others across the state that may be interested in the economic potential of West Texas.