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New Economic Impact Study Projects the Deck Plaza to Generate ~\$1 Billion in Economic Output for El Paso Region

El Paso, Texas – The Downtown Deck Plaza Foundation released the findings of an economic impact study for the proposed 6.5-acre deck park. The report highlights the transformative benefits of creating a deck plaza over the I-10 freeway and reveals that the proposed project would generate significant returns for the community, including new jobs, expanded opportunities for local businesses, affordable housing, and critical environmental and health benefits. The Deck Plaza is a once-in-a-generation opportunity to reconnect neighborhoods, enhance quality of life, support inclusive economic development, add green space, and celebrate the region’s vibrant heritage and culture.

The Impact Study conducted by HR&A Advisors projects that the proposed Deck Plaza would generate nearly \$1 billion in total economic output over 30 years. The projections are considered conservative and are based on community input that has shaped the current vision for the site. The free public park will feature a variety of high-quality amenities, including an amphitheater, field house, dog park, playgrounds. Notably, the study does not include additional revenue that could be generated from ticketed events and special programming, which would enhance the park’s long-term economic impact and sustainability.

State Senator César J. Blanco underscored the significance of the study, stating, “Investing in our future is critical. That’s why I was proud to secure \$10 million in state funding this legislative session to help move this project forward, and this study shows the value of that investment. This marks the single-largest state investment ever made in the I-10 Deck Plaza project, and it’s a game-changer for our community. Beyond the numbers, the Deck Plaza is a once-in-a-generation opportunity to reclaim public space in our city’s core, reconnect neighborhoods, and create a signature destination that will drive economic growth and enhance quality of life for residents and visitors alike.”

According to the report, the construction phase alone is expected to generate a \$310 million boost in economic activity. This includes \$98 million in wages and the creation of approximately 1,850 construction-related jobs. Additionally, the City and County are projected to receive \$1.6 million in sales tax revenue during the buildout period.

“The results of this study confirm what I’ve long believed — we are on the right track,” said **El Paso County Judge Ricardo Samaniego**. “The Deck Plaza has the power to transform our downtown by creating a vibrant public space where families can gather and celebrate. There is so much potential for the park especially as we look to generate additional revenue through events such as festivals, mercados, concerts, and special programming. Our community deserves this project, and I am proud to support it.”

Once construction is completed, the Deck Plaza is projected to generate \$660 million in additional economic output, including \$203 million in wages and 300 permanent jobs and \$10.8 million in sales tax revenue over a 30-year period—delivering lasting benefits for El Paso’s economy. With an estimated 1 to 1.5 million annual visitors, the park is also poised to become a premier regional destination, drawing both residents and tourists to a vibrant new hub in the heart of the city and strengthening El Paso’s reputation as an attractive place to live, work, and visit.

“The Deck Plaza will be a catalyst for growth, strengthening our downtown core and positioning El Paso as a more competitive city,” said **El Paso Mayor Renard Johnson**. “Green space is a top factor in site selection for commercial tenants and investors. By investing in our core and encouraging new development, we can make Downtown El Paso not only a place to work, but also a place to live and thrive.”

The study highlights the Deck Plaza is expected to serve as a powerful catalyst for affordable housing and neighborhood development, with a projected 1,707 new residential units, which will support the City of El Paso’s Downtown Uptown Master Plan that found demand for up to 10,000 new housing units by 2040. Surrounding properties could see a short-term value increase of 5% to 10% within a quarter mile radius of the park, with potential new development opportunities within the area which further energizes growth and investment in the urban core and supports community goals to shift the tax burden from residential to commercial properties.

“The Deck Plaza will be an impactful project for Precinct 2 and the entire community,” said **Commissioner David Stout**. “I support the deck as an amenity but more importantly an opportunity. The analysis conducted by HR&A anticipates that the Deck Plaza will catalyze 1,707 new housing units in downtown El Paso. From North-Central to South-Central, El Paso needs a housing plan to maintain current residents’ ability to live there as well as to attract more residents. Pairing this effort with support for existing homes and apartments offers a unique opportunity, which is why I am interested in the county being involved as this project develops.”

In addition to economic and community gains, the report highlights the health and environmental benefits this project could bring to the region, potentially reducing temperatures by 4–8°F in surrounding areas, lowering greenhouse gas emissions by more than 280 tons per year, and generating 1.4 million additional bicycle and pedestrian trips annually by 2040.

“This study reinforces what we’ve seen proven in cities across the country,” said **Tracy Yellen, CEO of the Paso del Norte Community Foundation**. “Deck parks deliver real, tangible results not only driving economic opportunity, but also increasing access to affordable housing, recreational amenities and green space that contributes to improved health.”

The Deck Plaza is part of a larger vision to bridge the community divided by the original highway construction. In addition to economic benefits, the project will support increased efforts for greater equity, mobility, and sustainability.

Full details of the Economic Impact Report and how the community can get involved can be found by visiting DowntownDeckPlaza.org.