



MISSION TRAIL COMPREHENSIVE PLAN, EL PASO, TX

7 LINEAR MILES
Project Area

16 MONTHS
Timeline

In 2018 El Paso County commissioned Dover, Kohl & Partners, working with Daedalus Advisory Services, to create a detailed plan for economic development, tourism development, and, ultimately, UNESCO World Heritage site designation. The planning process involved over 600 live participants who became, effectively, deputized ambassadors wherever they went to “get the word out” about the Mission Valley and then attend meetings as vocal supporters of tourism investment at the County Commission.



The El Paso Missions are a group of three frontier mission complexes situated along the Rio Grande River basin on the US-Mexico border. The complexes were built in the early eighteenth century to colonize, evangelize and defend the northern frontier of New Spain. The missions’ physical remains comprise a range of architectural and archaeological structures including farmlands, cattle grounds, residences, churches, workshops, and water distribution systems. These can be seen as a demonstration of the exceptionally inventive interchange that occurred between indigenous peoples, missionaries, and colonizers that contributed to a fundamental and permanent change in the cultures and values of all involved.



The economic benefits of tourism reach virtually everyone in the El Paso and Ciudad Juarez region. By increasing tourism, economic development and growth is encouraged in an area that is challenged by high poverty rates and low literacy rates. More tourists mean more demand, more jobs and higher revenues, including higher tax receipts for local governments.

Left and Below: Work concepts

