



May Spotlight



Jimsi Kuborn
Executive Director
City of Converse Economic Development Corporation



Jimsi Kuborn is the Executive Director of the City of Converse Economic Development Corporation, whose mission is to create and retain jobs and to promote capital investment in Converse, Texas. Converse is growing 400% in population and 3x's in size in the next 12-15 years. Jimsi's main objective is to tell the new story of Converse. With the population growth, ease of working with the city, and available land, an investment in retail and commercial development is the best opportunity for an organization's 3-5-10 year development plan.

- How many years have you been in commercial real estate? How many years with your current company?
Jimsi: I started in real estate in 2002 in the title industry in Illinois until the downturn in 2008, returning in 2014 when I got into economic development. I started my position with the City of Converse in November 2018 because of the amazing story of growth...and I had family that moved to Converse 5 years ago.
- How long have you been a CREW member?
Jimsi: I joined CREW this year! I am honored to be a part of an amazing and empowering organization.
- How has membership in CREW been of value to you and/or your company?
Jimsi: Everyone in CREW SA has been extremely welcoming and has helped me launch into the commercial real estate network in the San Antonio region. I have received a lot of positive feedback on the new story of Converse and assistance opening doors to share the story even further. I am currently working with several CREW members on direct business opportunities.

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- What CREW positions have you held or committees you have been a part of?

Jimsi: Jumped right in and volunteered to help with the Annual Forum this year, and plan to help again next year.

- Are you involved in any other organizations?

Jimsi: In addition to CREW, I am a member of the IEDC, TEDC, ULI and CCIM. As a new community member, I am looking for additional volunteer opportunities. I am a true believer in volunteering and mentorship. I have sat on many boards and volunteered in industry related as well as community-based organizations throughout my career.

- Do you have motto/personal mantra/philosophy you would like to share?

Jimsi: There are a few key things I live by each day. In work it is “walk the talk.” I do as I say I will. I am high energy and will not reduce my flame to make others more comfortable. I believe my energy and efforts are why I do what I do in my career. I love getting people excited about work, life, and a good story to be a part of. Overall, two words rule my heart – GRATITUDE and PERSPECTIVE.

- What do you like to do in your spare time? Is there a fun fact we should know about you?

Jimsi: I love to cook and bake. It gives me great joy to create something and have others enjoy my hard work. I am an absolute feeder, watch out if you are at one of my parties.

- Are there any personal or work accomplishments you would like to share?

Jimsi: I have many accomplishments in my life personally and professionally. I strive to reflect on my gratitude often. One such honor was being recognized as a “RRSTAR Person to Watch” (Intriguing, passionate, and community-minded in the Rock River Valley) when I returned to my hometown as an economic development professional in 2014. My hometown of Rockford, IL has many challenges and it takes extensive drive and passion to be a recognized force of change.

- Is there any other information about you or your company that you would like to share with your fellow CREW members?

Jimsi: I would love to invite CREW to Converse. If you haven't had a chance to hear about the exponential changes, reach out and I'll take you for a tour. I would also invite you to keep a pulse on the new Santé 51 development on Loop 1604. Check out our website www.ChooseConverse.com and follow our red shoes on social media #ChuckstopConverseTX