



MEDIA ADVISORY



FOR IMMEDIATE RELEASE

EDC Sells Second Lot for Two Newly Constructed Commercial Buildings

January 27, 2021 (CONVERSE, TX) The City of Converse Economic Development Corporation (EDC) announces the sale of another parcel at city center. The sale of the land is on FM 78 and has been re-platted into two parcels. The buyer plans to develop Santa Monica Plaza consisting of two 9,000 square foot buildings that physically and functionally provide space to integrate retail, office, cultural, and institutional uses. A design feature of Santa Monica Plaza is aligned with the pandemic-era boom of drive-thru, takeout, curbside pickup, and outdoor dining providing local businesses with options to continue to serve the local community. “As a real estate investment group, we look to identify and invest in value-added construction projects where our aim is to increase their attractiveness with business owners and the local community in mind. We thank the City of Converse for all their support and trust throughout 2020.” Said Damaso Gaona, Partner of Santa Cecilia Enterprises. “Our team of professionals includes my partners Juan Puccio and Juan Carlos Almanza, Enrique Sapien head Project Manager, and Javier-Yu from MAYU Group. We look forward to the completion of Santa Monica Plaza in 2021.” Gaona concluded.

The EDC purchased the five (5) parcels in 2017 with a plan to create economic growth in one of the many areas the City is also investing resources. The properties have been marketed by Transwestern since January 2019 with the three-acre parcel currently under contract and two half-acre sites still available.

Executive Director Jimsi Kuborn shared, “It is quite humbling and of course extremely exciting to be able to announce new commercial developments during these challenging times. The Converse EDC staff has been diligently working on business retention efforts to help local companies find and obtain resources necessary to stay open during the pandemic, while continuing its business recruitment efforts.” Similar sentiments shared by board President, Rosa Gary “It is fantastic to see commercial growth continue in Converse, in spite of the many challenges faced in 2020. Kudos to the entire EDC team for their effort in making this a possibility.”

The EDC actively promotes the City’s population growth to highlight where businesses should expand next. Currently, Converse has 3,000 new single-family homes actively being built with more on the horizon. New single-family homes, multi-family possibilities and annexation phases planned to IH-10 through 2034, makes the current and future Converse an untapped market for retail, restaurant, hospitality, and commercial developments. Find out more at www.ChooseConverse.com

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