

March 25, 2026

Brakefield's Pool Service, LLC

520 S. Elm St.

**Kristen Pulido
Main Street Program Manager
Office of Economic Development**

FY 25/26 Downtown Reinvestment Grant Budget Status

FY 25/26 Downtown Reinvestment Grant Pipeline Stage		
Status	Total	Est. Amount Awarded
Application Review	4	\$107,500
Awaiting Application	6	\$117,500
Leads	2	\$75,000
TOTALS	12	\$300,000

Projected 25/26 Tax Increment Reinvestment Zone Number One Grants			
Phase	Owner/Business	Address	Requested Amount
TIRZ 1	Fine Arts Theater of Denton, LLC	115-116 N. Elm St.	\$50,000
TIRZ 1	West Oak Coffee Bar	114 W. Oak St.	\$50,000
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DEDC	Brakefield Pools	520 S. Elm St.	\$10,000
DEDC	325 W. McKinney St.	325 W. McKinney	\$50,000
DEDC	Ruby Rodeo/Red Italian	122 N. Locust	\$50,000
		TOTAL	\$260,000
		FY 25/26 Grant Budget	\$200,000
		Est. Fund Balance	(\$60,000)

ALIGNMENT WITH CITY PLANS

- **City's Strategic Plan**
 - Key Focus Area 3: Foster Economic Opportunity and Affordability
 - Grow Denton's Economic Vitality
 - Key Focus Area 4: Strengthen Community and Quality of Life
 - Preserve Community Character and Identity
 - Strengthen Community Amenities
- **Economic Development Strategic Plan**
 - 2D.2 Downtown Development
- **Design Downtown Plan**
 - Community Priority: Retail and Commercial Development

BACKGROUND

- 2012 – Jay Brakefield starts Brakefield’s Pool Service part-time
- 2016 – Brakefield’s Pools became a full-time business
 - Employs seven full-time employees plus extensive subs
 - Offers any service required for swimming pools or backyards



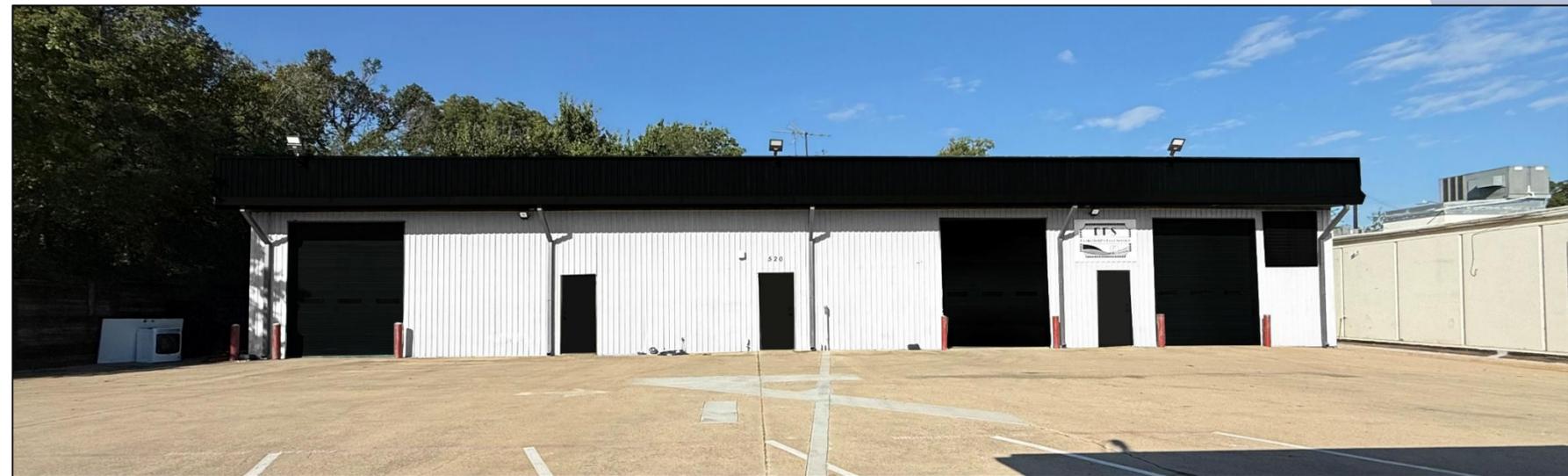
PROJECT

- New exterior paint and sign will enhance the appearance of the business, making it more inviting and visually appealing to visitors and residents.
- An improved exterior encourages foot traffic, supports neighboring businesses by drawing more people to the area, and demonstrates pride in the community.
- With investing in the look of the building, they are strengthening the identity and appeal of the Downtown District.



FAÇADE/ BUILDING REHABILITATION

- Paint
- Projected Cost: \$25,833



AWNINGS & SIGNS

- Sign
- **Projected Cost: \$7,050**



ELIGIBLE EXPENSES

Projected Project Cost: \$32,833

Brakefield's Pool Service, LLC - Grant Application		
Project Category	Estimated Cost	Grant Limit
Façade/Building Rehabilitation	\$25,833.33	50% up to \$7,500
Awnings & Signs	\$7,050.32	50% up to \$2,500
Total Project Cost	\$32,833.65	
<i>Total Grant Request:</i>	<i>\$10,000</i>	

PRIOR ACTION

On February 19, 2026, the Downtown Economic Development Committee (DEDC) reviewed and scored the grant application. The application received an average score of 27 points, making it eligible for a recommendation of up to \$10,000. These scores support the recommendation to approve the application requested. The Downtown Economic Development Committee recommends approval of up to \$10,000 (9-0).

NEXT STEPS:

- Recommend approval of grant amount by the DEDC to City Council.
- Recommend a lesser amount than recommended by the DEDC to City Council.
- Do not recommend approval of grant application.

Questions?

Jay Brakefield
Owner, Brakefield's Pool Service, LLC