

Brakefield's Pool Service, LLC

520 S. Elm St.

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

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).

On March 25, 2026, the Tax Increment Reinvestment Zone Number One Board reviewed the application and voted to recommend City Council approve the Downtown Reinvestment Grant Program application in the amount not to exceed \$10,000 as recommended by the DEDC for Brakefield's Pool Service located at 520 S. Elm Street.

Thank You