

February 19, 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	\$78,750
Awaiting Application	6	\$177,500
Leads	5	\$150,000
TOTALS	15	\$406,250

*Decreased by \$451,250 from 12.4.25 meeting

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)

*Increased by \$110,000 from 12.4.25 meeting

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



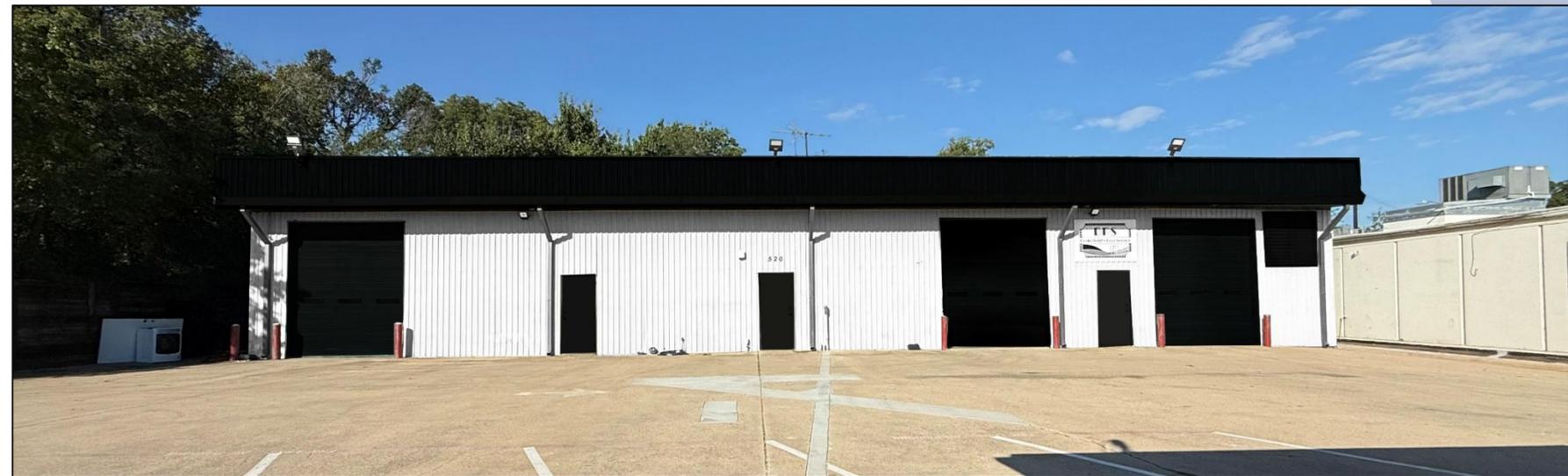
PROJECT

- 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>	

SCORING

Downtown Reinvestment Grant Scoring Sheet



<https://forms.office.com/g/2RqhSzTWMc>

NEXT STEPS:

- Recommend approval of the amount determined by the DEDC scoring for submission to the Tax Increment Reinvestment Zone Number One Board.
- Recommend approval of an amount below the DEDC scoring recommendation to the Tax Increment Reinvestment Number One Board.
- Do not recommend approval of grant application.

Questions?

Jay Brakefield
Owner, Brakefield's Pool Service, LLC