



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
www.cityofdenton.com

---

## AGENDA INFORMATION SHEET

**DEPARTMENT:** Economic Development

**ACM:** Christine Taylor

**DATE:** March 25, 2026

### **SUBJECT**

Receive a report, hold a discussion, and make a recommendation to the City Council regarding a Downtown Reinvestment Grant Program application for 520 S. Elm St, Brakefield's Pool Service, LLC. The Downtown Economic Development Committee recommends approval of up to \$10,000 (9-0).

### **BACKGROUND**

Brakefield's Pool Service was founded by Jay Brakefield in 2012 as a part-time venture. By 2014, the company had grown to nearly 30 clients, and in 2016, he transitioned the business to a full-time operation.

Brakefield's Pool Service provides services for swimming pools and backyard areas. Their offerings include weekly pool maintenance, equipment repairs, new equipment installation, tile and coping repairs, concrete repair and installation, deck-o-seal/mastic replacement, leak detection, and more.

Today, Brakefield's Pool Service employs seven full-time employees, and works with a network of highly skilled subcontractors.

### **Project**

After more than a decade of successful operations, Brakefield's Pool Service has relocated to 520 S. Elm St. The company is currently enhancing the building's exterior with fresh paint and new signage to attract additional clients. Looking ahead, their goal is to renovate the interior while preserving the original structure. This expansion will create additional space to open a retail area where customers can conveniently purchase pool chemicals and equipment.

**Projected Improvements include:** Façade (Paint Only) and Sign

**Project Submitted Expenses:** \$32,883.65

**Grant Request:** \$10,000

**Applicable Policy Limits:**

- *Façade/Building Rehabilitation:*

- Definition: Removing slipcovers or non-historical/added facades, repainting brick or replacing mortar joints, replacing or restoring cornices, removing paint from brick, replacing windows, restoring transom windows, painting, roof and foundation work.
  - Paint-only grants are limited to a 50% match with a cap of \$7,500 per grant.
  
- *Awnings and Signs:*
  - Definition: Replacing, adding or repairing awnings and signs. Signs may include signboards, projecting signs and pedestrian signage (includes window sign, hanging sign, and awning/canopy sign).
    - Awning grants are limited to a 50% match with cap of \$7,500 per grant.
    - Sign grants are limited to a 50% match with a cap of \$2,500.

### **PRIOR ACTION/REVIEW**

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 the max allowable amount of \$10,000. These scores support the recommendation to approve the application as requested. The grant application request and DEDC recommendation are up to \$10,000.

### **OPTIONS**

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

### **EXHIBITS**

- Exhibit 1 – Agenda Information Sheet
- Exhibit 2 – Grant Application
- Exhibit 3 – Presentation

Respectfully submitted:  
Kristen Pulido  
Main Street Program Manager  
Office of Economic Development