



City of Denton

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

AGENDA INFORMATION SHEET

DEPARTMENT: Economic Development

ACM: Christine Taylor

DATE: February 19, 2026

SUBJECT

Receive a report, hold a discussion, and make a recommendation to the Tax Increment Reinvestment Zone Number One Board regarding a Downtown Reinvestment Grant Program application for 520 S. Elm St, Brakefield's Pool Service, LLC.

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.

The building at 520 S. Elm St. has not previously received a Downtown Reinvestment Grant.

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