



OPPORTUNITY OVERVIEW



HELLO.

We are excited to partner

TUCSON IDA

Tucson IDA enables strategic economic and community development by providing financing and access to capital for projects and programs that benefit a thriving Tucson.

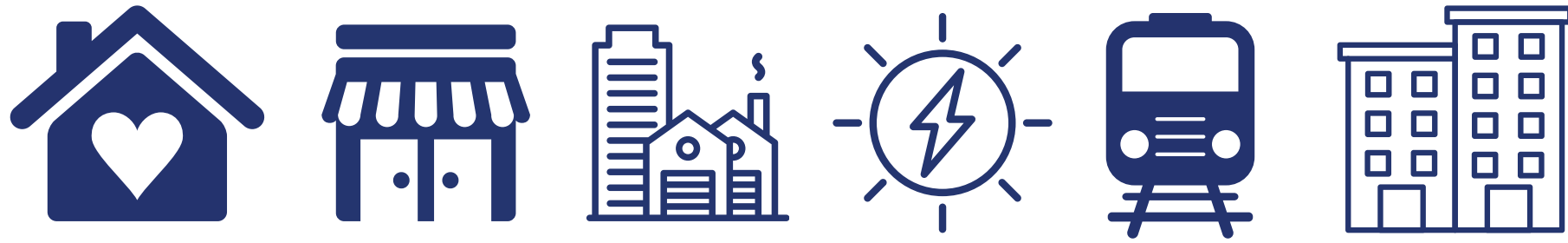
QUASIGOVERMENTAL

GROUNDSWELL CAPITAL

At Groundswell Capital, our mission is to empower thriving communities through innovative financial solutions that advance equity and sustainability.

We remove systemic barriers, promote environmental justice, and drive catalytic community investments. We are experts at using data and human-centric design to enable lasting transformations.

501(C)3



The Tucson IDA is an award-winning development finance agency focused on building innovative solutions for a thriving Tucson.

**2023 National Emerging Development Finance Agency of the Year -
Council of Development Finance Agencies**

2023 and 2024 Winner of the National Housing Innovation Award - NALFA

**\$141
MILLION**

affordable
housing

**\$37
MILLION**

downtown
redevelopment

**\$32
MILLION**

Industrial & Small
Business

**\$9
MILLION**

Small Business
Loans

**\$700
MILLION**

total economic activity

**\$414
MILLION**

single family homebuyer
assistance

\$75M

LIGHTHOUSE
Program

LIGHTHOUSE

467

families

served



\$5M

down payment
assistance



National Award
Winning



GS

Groundswell Capital

powered by



tucson ida
INDUSTRIAL DEVELOPMENT AUTHORITY

OUR SOLUTION

INNOVATION



Remove Barriers

Loans Not Based on Credit Scores



Loans Do Not Require Collateral



Multilingual Applications



Application Support

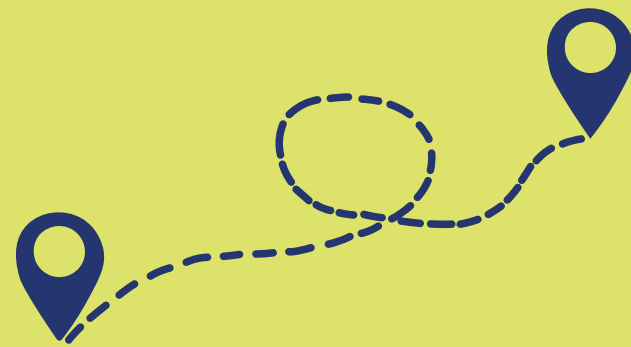


Enhance Support

Increase Trust



Improve System Navigation



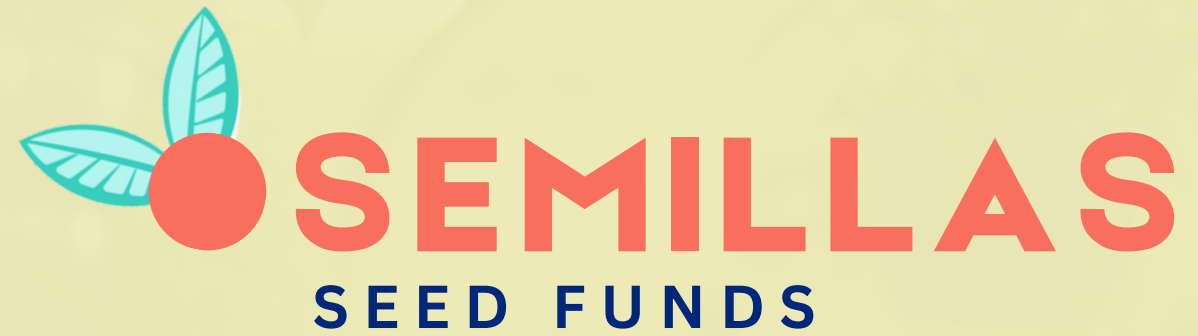
Increase Financial Education



Improve Outreach



OPEN



Fast Funding, Low Rates

Micro lending at the speed of business

- **Up to \$15,000**
- **Low interest rate**
- **Easy, quick application process**
- **No credit or collateral needed**
- **12 months of revenue**

APPLY NOW



PROGRAM STATS

Semillas

35
Companies

\$522,650
Total Amount Awarded

54%
Monolingual
Spanish-speakers

\$86,000 **100%**
Total Amount Repaid On-time
repayment

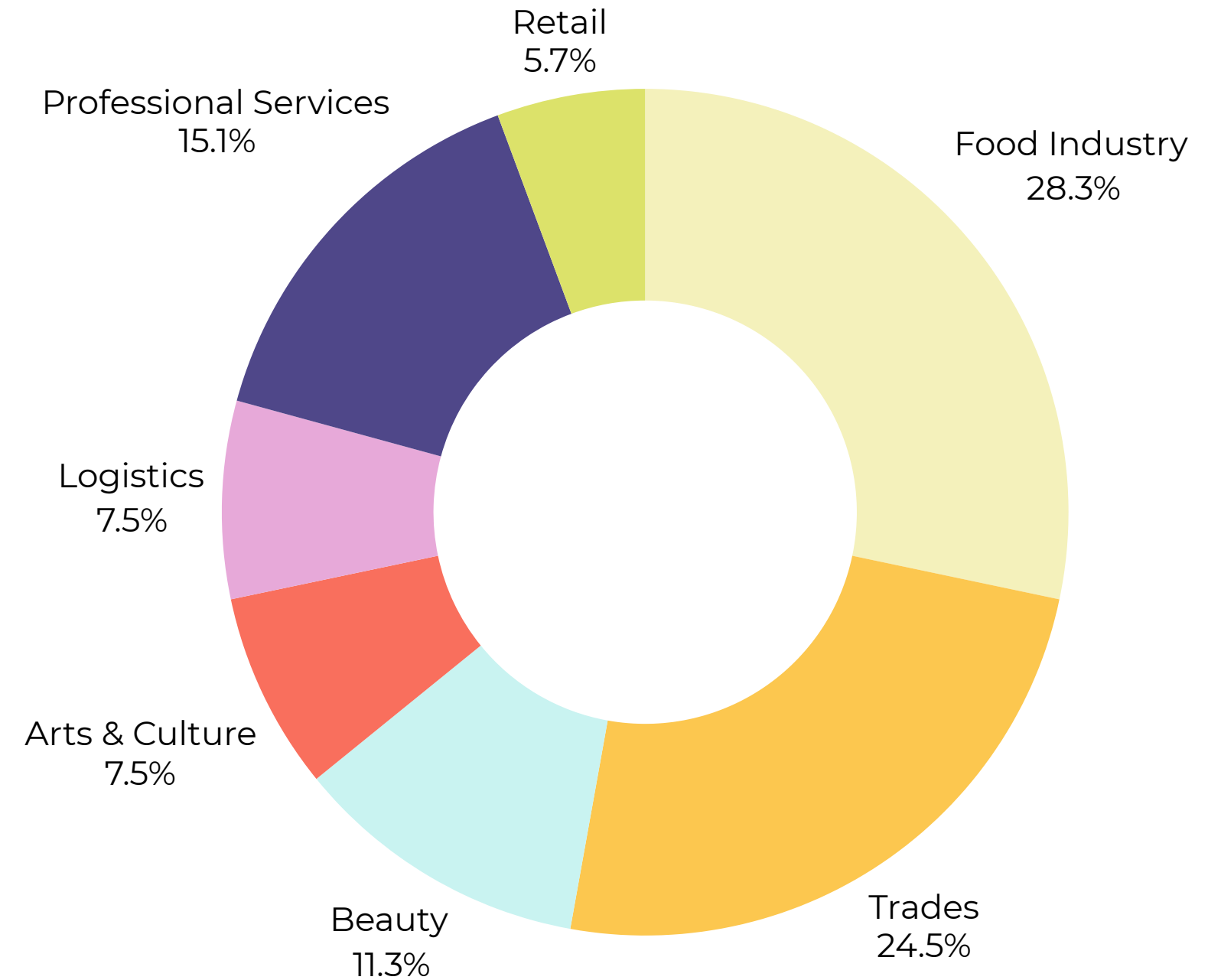
AVANZA

18
Companies

\$1,300,000
Total Amount Awarded

35 HRS
Hours of coaching
and support

\$95,000 **98%**
Total Amount Repaid On-time
repayment



- 80% Minority-Owned Businesses
- 70% Women-Owned Businesses



EAR HWISE

Equitable Green Financing

Healthier, safer, greener homes for ALL Arizonans.

We Offer Special Pricing & Rates For:

- Veterans
- Low-Income
- Individuals with Disabilities
- Low Credit
- Female-Head-of-Household
- Seniors



- Solar Photovoltaic (PV) Panels
- Solar Water Heater
- Solar Pool Heater
- Solar Pool Pump
- Solar Attic Fan
- Window Film and Solar Screens



- Window Repair
- Window Replacement
- Doors
- Garage Doors
- Hurricane Shutters & Fasteners
- Window Shutters
- Hail Protection
- Exterior Siding



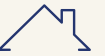
- Pool Pump
- Low-flow Toilet, Shower, or Aerator
- Septic to Sewer Conversion
- Sewer Lateral Line Replacement
- Irrigation Package
- Rain Water Barrel
- Cistern
- Sprinkler Heads
- Drip Irrigation
- Electric Water Heater
- Gas Water Heater
- Plumbing



- Wheelchair Ramps
- Stair Lifts
- Walk-in Tubs and Showers
- Doorway and Hallway Widening
- Assistive Technologies



- HVAC
- Duct Testing & Repair
- Ceiling and Attic Fans
- Programmable Thermostat



- Roof Replacement (Tile, Shingle, Metal)
- Roof Repair & Reinforcement
- Hurricane Clips/Straps/Roof Anchors
- Roof Soffit Vent Sealing/Flashing
- Reflective Roof



- Weatherization
- Insulation and Air Sealing

Shared Opportunities

CURRENT CLEAN ENERGY APPLICATIONS IN PROCESS

- **Municipal Invest Fund - \$10,000,000**
- **GB 50 Capitalization - \$10,000, 000**
- **Justice Climate League - \$10,000,000**

PENDING

- **Brownfield Loan Fund - \$1,000,000**

Additional Collaborations (Ongoing)

- **Affordable Housing Pre-development Fund**
- **EarthWise**
- **Small Business lending and support**

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tucsonida.org | groundswellcapital.org