

## Contractor Connect

for participating contractors

**The latest:**

## Guess What's Back, Back Again, Promo's Back, Tell a Friend

Minnesota Power is launching the 3rd annual Spring Cold Climate Air Source Heat Pump (ccASHP) promotion on April 1, 2022. It is evident that this annual promotion is impactful for your business and our customers and we will continue to provide this opportunity so long as the demand is there.

Don't forget to check for any manufacturer rebates your customers may be eligible for in addition to the Minnesota Power rebate, as we purposely align our promotion with theirs.

Feel free to reach out with any questions.

Jon Sullivan  
Minnesota Power/ALLETE

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## Getting the Word Out

Minnesota Power is utilizing many marketing and outreach tactics to get the word out to our customers including:

- March bill insert (image below): sent to all Minnesota Power residential customers
- Website: banners and a promotional landing page
- Digital advertising: includes google search ads
- Direct mail: postcards will be sent in May to all-electric heating and seasonal customers



### What can you do?

Cooperative advertising dollars are still available! If you would like to utilize this opportunity during the Spring ccASHP promotion period, visit the [HVAC Portal](#) for the Cooperative Advertising form and additional information.

### Promotion Details

Category	STANDARD RATE	PROMO RATE
<b>Cold-Climate ASHP Rebate*</b>	\$1,000	<b>\$1,200</b>
<b>Contractor Reward</b>	\$100	<b>\$100</b>

\*Ducted or Ductless systems qualify. Ductless systems must be replacing an electric heat source or be installed in new construction.

### Eligibility

All projects must be installed by June 30, 2022 to be eligible for the promotional rate. Equipment must be found on the [Northeast Energy Efficiency Partnership's \(NEEP\) Cold Climate Air Source Heat Pump List](#).

Minnesota Power uses theNEEP efficiency specifications to qualify ASHPs as cold climate. This aligns us with a national standard and allows the use of NEEP's Cold

Climate Air Source Heat Pump List as a reliable way to verify equipment eligibility. If you can find a model on this site, it will qualify for our promotional rebate.

Equipment Type	Minimum Specifications			Requirements
	HSPF	SEER	COP @ 5 degrees	
CC Ducted	≥ 9	≥ 15	≥ 1.75	No existing heat requirement
CC Ductless	≥ 10	≥ 15	≥ 1.75	Existing electric heat or installation in new construction

## NEW in 2022 – Promo Code

Please utilize the promo code **ASHP2022** when submitting rebate applications for eligible systems for the limited-time promotional rebate. See below for the location of the Promo Code fields on both the paper and online applications.

Paper Form: Customer information section



Electronic Form: Property information section

### Property Information

Building Type:	<input type="text"/>	!
Occupancy Status:	<input type="text"/>	!
Construction Type:	<input type="text"/>	!
Primary Heating Fuel Type:	<input type="text"/>	!
Home Square Footage (Best Guess):	<input type="text"/>	
Promo Code (If Applicable):	<input type="text" value="ASHP2022"/>	

If you have questions on Minnesota Power's rebate applications, there will be a Rebate Application Training coming soon! This training will be a great opportunity to learn the ins and outs of a successful submittal and will help minimize follow-up calls from the rebate processing team. Make sure any interested parties are on this email list to receive future information about the training.

## Thank you for attending our Air Source Heat Pump Training!

We would like to thank everyone that was able to attend our February Contractor Training. Mother Nature did her best to make traveling difficult, but we still had great attendance. The excellent presentations from CEE, Mitsubishi, and Daikin provided:

- Background on the emergence of air source heat pumps
- The business case for installing ASHP
- The effectiveness of ASHP in our region
- Effective installation techniques to maximize ASHP year-round use

A recording of the training will be posted on the [HVAC Portal](#) as soon as it's available. We are hopeful that it will be a useful resource for anyone interested in learning more about air source heat pumps and their role in Northern Minnesota.

Special thanks go to our guest speakers:

- Emily McPherson - CEE
- Jonathan Moscatello – Daikin
- Kevin DeMaster – Mitsubishi
- Mark Knutson – Mitsubishi
- Rabi Vandergon – CEE



Need help?  
Call Jon Sullivan, Cell: 218-393-5059  
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