



## Contractor Connect

for participating contractors

The latest:

## Spring Promotion is Here!

Hello Contractors!

Happy 2025! With winter dwindling down it's time to start thinking of warmer weather. Summer is right around the corner, and that means Minnesota Power's Spring Air Source Heat Pump (ASHP) Promotion is starting again soon. **From April 1st through June 30th cold climate ASHP rebates are increased to \$1,200, a 20% increase from the standard rebate!**

An advertisement for Minnesota Power featuring a woman relaxing on a couch in a living room, holding a smartphone. A white air source heat pump is mounted on the wall above her. Blue wavy lines emanate from the unit, suggesting airflow. The background is a soft-focus interior with a bookshelf and a side table. The Minnesota Power logo, consisting of three blue slanted bars, is in the top right corner, with the text "minnesota power" and "AN ALLETE COMPANY" below it.

**DON'T SWEAT IT.**  
Keep cool this summer  
AND warm next winter  
with a cold-climate  
air source heat pump.

**\$1,200 enhanced rebate\***  
for residential and  
commercial customers.

**PREPARE NOW!** Valid on installations April 1-June 30, 2025

\*Must work with a participating contractor. Other restrictions may apply. See website for full details.

L-72358

It was wonderful to see so many of you at our virtual meeting in January! For anyone who missed the meeting, this newsletter will provide a review of the ASHP requirements for 2025 and information about our Eco Connect Direct Pay program coming in 2025.

Keep reading for details about an in-person training event Minnesota Power will be hosting on May 13th.

As always, you can find additional information about rebates offered, rebate requirements, and other resources on our contractor HVAC Portal:

<https://www.mnpower.com/HvacPortal>

Please reach out with any feedback, suggestions, or questions.  
Thank you,

Jon Sullivan and Chelsea Russell  
Minnesota Power/ALLETE

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## Minnesota Power Annual HVAC Training – May 13th, 2025

Join us for our annual HVAC training, in conjunction with the MN ASHP Collaborative! We will cover ASHP research, tips for heat pump selection, strategies for load calculations, and more. We will also share free tools and resources that you can use on the job to help you close more heat pump sales. Get a free breakfast and earn **continuing education credits** towards NATE certification.

### Location:

MN Power Headquarters  
30 W Superior St, Duluth, MN 55802

### When:

May 13th, 2025  
7:30am – 11:30am

For more information and to register:  
<https://mnpowerannualhvactraining.eventbrite.com>

Minnesota Power will provide free parking at the Tech Village parking ramp. We will send information on redeeming this ahead of the event and more details on how to check in at HQ for the training.

## 2025 Cold Climate Air Source Heat Pump Rebate Requirements

Minnesota Power is waiting for formal approval to adjust our cold climate ducted ASHP specification requirements, but while we wait, we will use the following criteria to determine eligibility (Please note that we will not be directly matching the 2025 25C Tax Credit Requirements).

2025 Cold Climate DUCTLESS Requirements	HSPF2	SEER2	COP @ 5°F	Capacity: 5°F/47°F
<b>Proposed Minnesota Power Rebate Requirements</b> <i>These will be the specifications used while waiting for formal approval.</i>	≥8.5	≥16	≥1.75	NA
2025 25C Tax Credit Requirements	≥8.5	≥16	≥1.75	≥60%

2025 Cold Climate DUCTED Requirements	HSPF2	SEER2	COP @ 5°F	Capacity: 5°F/47°F
<b>Proposed Minnesota Power Rebate Requirements</b> <i>These will be the specifications used while waiting for formal approval.</i>	≥8.1	≥15.2	≥1.75	NA
2025 25C Tax Credit Requirements	≥8.5	≥16	≥1.75	≥60%

We will follow up with you to share official rebate requirements as soon as we receive approvals. We hope that by making these changes we will ensure that our customers continue to have access to similar rebates as they have in the past.

## Eco Connect Direct Pay

New in 2025, Minnesota Power will be collaborating with our participating contractor network to provide installations of energy-efficient equipment to eligible income-qualified customers. Customers can qualify for air source heat pumps (ASHP), heat pump water heaters (HPWH) and programmable thermostats. Interested contractors would provide bids for these projects and Minnesota Power would pay the contractor directly once work is complete.

If you are interested in participating in this program please reach out to Kiah at

[kbrasch@mnpower.com](mailto:kbrasch@mnpower.com) or Chelsea at [crussell@mnpower.com](mailto:crussell@mnpower.com)

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## Residential New Construction

If you are installing cold climate air source heat pumps in a residential new construction project keep in mind that your customer may qualify for increased HVAC incentives as well as additional energy efficiency incentives including air sealing, insulation, windows and more.

A graphic for the New Construction Energy Efficiency Rebate Program. It features a photograph of a wooden roof truss structure on the left. To the right, a blue box contains the text "New Construction Energy Efficiency Rebate Program" in white. Below this, a green stylized house icon is shown. The text "More than \$4,000" is prominently displayed in blue, with a smaller line of text below it stating "in incentives are available for Minnesota Power customers building a new home!".

New Construction  
Energy Efficiency Rebate  
Program

**More than \$4,000**

in incentives are available for Minnesota Power customers building a new home!

Visit [www.mnpower.com/ProgramsRebates/residentialnewconstruction](http://www.mnpower.com/ProgramsRebates/residentialnewconstruction) for more information.



Need help?

Contact Jon Sullivan, Tel: 218-393-5059/Email: [jtsullivan@mnpower.com](mailto:jtsullivan@mnpower.com).

Or

Chelsea Russell, Tel: 218-355-3389 /Email: [crussell@mnpower.com](mailto:crussell@mnpower.com)

Update your Contractor Portal Profile: [Click Here](#)

Franklin Energy, 755 Prior Avenue North, St. Paul, MN 55104

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