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**Brackbill, Robert**

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**From:** McMahon, Kevin [mcmahon@trustarts.org]  
**Sent:** Thursday, April 12, 2012 11:27 AM  
**To:** Brackbill, Robert  
**Subject:** PID Hearing - April 17, 2012  
**Attachments:** Letter.pdf; Testimony.pdf

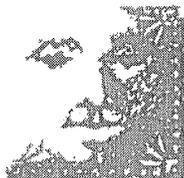
Mr. Brackbill

Please see the attached correspondence and a copy of my remarks for the Highmark, Inc. informational hearing on April 17, 2012. I have pre-registered as a speaker with the PA Insurance Department.

Thank you.

J. Kevin McMahon

THE  
PITTSBURGH  
CULTURAL  
TRUST



April 12, 2012

Mr. Robert Brackbill  
Chief, Company Licensing Division  
Pennsylvania Insurance Department  
1345 Strawberry Square  
Harrisburg, PA 17120

Dear Mr. Brackbill:

As president and CEO of The Pittsburgh Cultural Trust, I am honored to lead the ongoing development of the Pittsburgh Cultural District, which has emerged as a unique international model of urban revitalization through the arts and a paradigm for successful public-private partnerships.

Once a blighted "adults-only" neighborhood, the Cultural District today attracts more than 2 million visitors annually and generates an estimated economic impact of \$303 million. Yet, there's another side to this equation. For the Cultural District to succeed as it has, this region needs a robust, vibrant mix of multiple businesses and jobs providers. Increased competition across the entire spectrum of business opportunities leads to a vibrant Cultural District and a stronger economy overall.

That is why, on behalf of the Pittsburgh Cultural Trust, I would like to express our support for the Highmark Blue Cross Blue Shield and West Penn Allegheny Health System plan to align. This plan, I think, generates the very kind of job-creating energy that is so vital to the region and to our Cultural District.

From the perspective of the arts community, Highmark has long had the best interest of the community at heart. Highmark's commitment to fostering the cultural community is demonstrated annually through dozens and dozens of critical programs. The alliance between Highmark and WPAHS only promises to further benefit our entire economic region.

Thank you for the chance to express our hope that the Pennsylvania Insurance Department award its approval of the Highmark-WPAHS alliance.

Sincerely,

J. Kevin McMahan  
President and Chief Executive Officer  
Pittsburgh Cultural Trust

## **Kevin McMahon**

### **Testimony to the PA Insurance Department**

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