

1 Introduced by Council Members Carlucci and Boylan:  
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4 **RESOLUTION 2022-382**

5 A RESOLUTION RECOGNIZING STATE FARM INSURANCE  
6 COMPANY ON THE OCCASION OF ITS 100<sup>TH</sup> ANNIVERSARY;  
7 PROVIDING AN EFFECTIVE DATE.  
8

9 **WHEREAS**, the State Farm Mutual Automobile Insurance Company was  
10 founded in 1922 by George Mecherle, a retired farmer, as a means to  
11 offer low-cost automobile insurance to farmers in Illinois. Mr.  
12 Mecherle was an innovator in the insurance business and founded the  
13 company as a mutual company which adjusts premiums and returns a  
14 portion of the company's financial surplus to its members when premium  
15 revenues exceed claims; and

16 **WHEREAS**, over the succeeding 100 years the company has expanded  
17 its range of products widely. In 1929, a subsidiary was formed to  
18 provide life insurance, followed by property insurance in 1935 and  
19 health insurance in 1965. Today State Farm provides a wide range of  
20 insurance lines and other financial services, ranging from boat, RV  
21 and ATV insurance to short- and long-term disability coverage, to  
22 Medicare supplemental insurance, to a variety of banking, investment  
23 and financial services; and

24 **WHEREAS**, "Like a Good Neighbor" goes far beyond the company's  
25 advertising jingle and represents the core of how the company  
26 operates, working hard to protect what matters to its members - their  
27 families, homes, belongings and communities. State Farm is active in  
28 every community, investing in community organizations, providing  
29 education and support, and volunteering alongside other good  
30 neighbors to benefit the community; and

31 **WHEREAS**, in recognition of its 100<sup>th</sup> anniversary, State Farm is

1 increasing its annual Neighborhood Assist Grant Program from the  
2 usual 40 grants of \$25,000 to 100 grants in the anniversary year,  
3 providing \$2.5 million to support grass-roots community improvement  
4 initiatives, and is planting 100,000 trees in areas in need of  
5 reforestation conjunction with the Arbor Day Foundation; and

6 **WHEREAS,** the location of State Farm's southeast regional  
7 operations center in Jacksonville in 1954 helped the city to earn the  
8 nickname "The Hartford of the South" for the large concentration of  
9 insurance companies that were and remain a key industry segment in  
10 Jacksonville's economy; now therefore

11 **BE IT RESOLVED** by the Council of the City of Jacksonville:

12 **Section 1.** The City Council hereby recognizes the State  
13 Farm Insurance Company on the occasion of the 100<sup>th</sup> anniversary of  
14 its founding and extends to the company, its tens of thousands of  
15 agents and millions of customers the City's congratulations on this  
16 milestone achievement. State Farm has played a substantial role in  
17 Jacksonville's history and the City is grateful for its many  
18 contributions to the community we know today.

19 **Section 2. Effective Date.** This Resolution shall become  
20 effective upon signature by the Mayor or upon becoming effective  
21 without the Mayor's signature.

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24 Form Approved:

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26           /s/ Paige H. Johnston          

27 Office of General Counsel

28 Legislation Prepared By: Jeff Clements, City Council Research

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