

1 Introduced by Council Members Carlucci and Boylan and Co-Sponsored
2 by Council Members Gaffney, Becton, Morgan, Dennis & Diamond:

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5 **RESOLUTION 2022-382-A**

6 A RESOLUTION RECOGNIZING STATE FARM INSURANCE
7 COMPANY ON THE OCCASION OF ITS 100TH ANNIVERSARY;
8 PROVIDING AN EFFECTIVE DATE.
9

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

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

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

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

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

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

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

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

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25 Form Approved:

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27 /s/ Mary E. Staffopoulos

28 Office of General Counsel

29 Legislation Prepared By: Jeff Clements, City Council Research

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