

# A CRUCIAL ELECTION FOR DISNEY AND ANAHEIM

The November 2016 election was pivotal — and unprecedented — for the Anaheim City Council. A 2012 lawsuit by the American Civil Liberties Union that sought to increase representation of Latinos changed how candidates are elected. The council expanded from five to seven seats, including the mayor. The six council members would be elected by district, not citywide. PP Four seats were up for election last year and control of the council hung in the balance. Two incumbents sought reelection. Two new seats were open. Looming over the race: the Walt Disney Co. PP The Burbank company typically is the biggest single contributor to local politicians, using direct and indirect financial support to help elect candidates. Disney threw its support behind four candidates — giving the maximum of \$1,900 apiece in direct contributions. Disney also contributed \$1.22 million to 10 political action committees involved in the election, according to an analysis by The Times. PP The PACs, most of which also contributed to elections outside Anaheim, received money from multiple sources, though Disney was often a significant donor. Disney declined to answer detailed questions about its election spending, but said it makes decisions on which candidates to support based on their political and economic ideologies. PP Would Disney be able to keep its friendly majority? Three of the four candidates the company backed would need to win. If not, the balance of power in Anaheim would flip in favor of Mayor Tom Tait, a Disney critic.

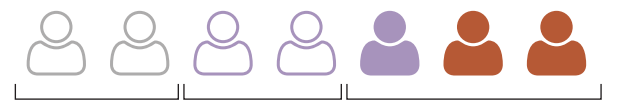
## Five-seat City Council before 2016 election



**Disney supporters**  
Jordan Brandman  
Lucille Kring  
Kris Murray

**Disney opponents**  
Mayor Tom Tait  
James Vanderbilt

## Seats at stake in the 2016 council election



**New seat up for grabs**

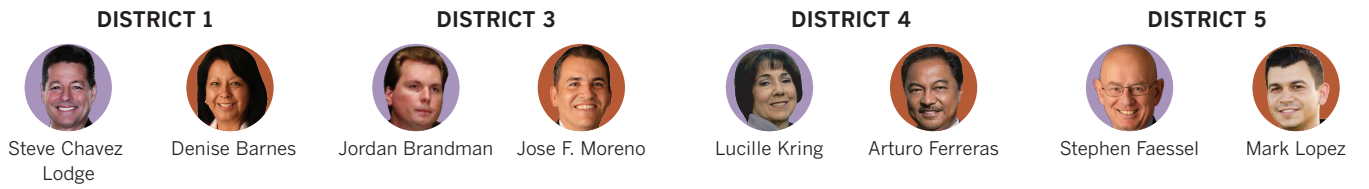
**Up for reelection**  
Jordan Brandman  
Lucille Kring

**Not up for reelection**  
Mayor Tom Tait  
James Vanderbilt  
Kris Murray

Note: Based on voting records on incentives sought by Disney.

## 2016 Anaheim City Council races

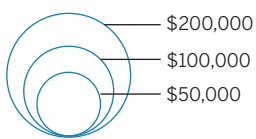
- Candidate who Disney supported
- Candidate who Disney opposed\*



## How Disney's money flowed through the race

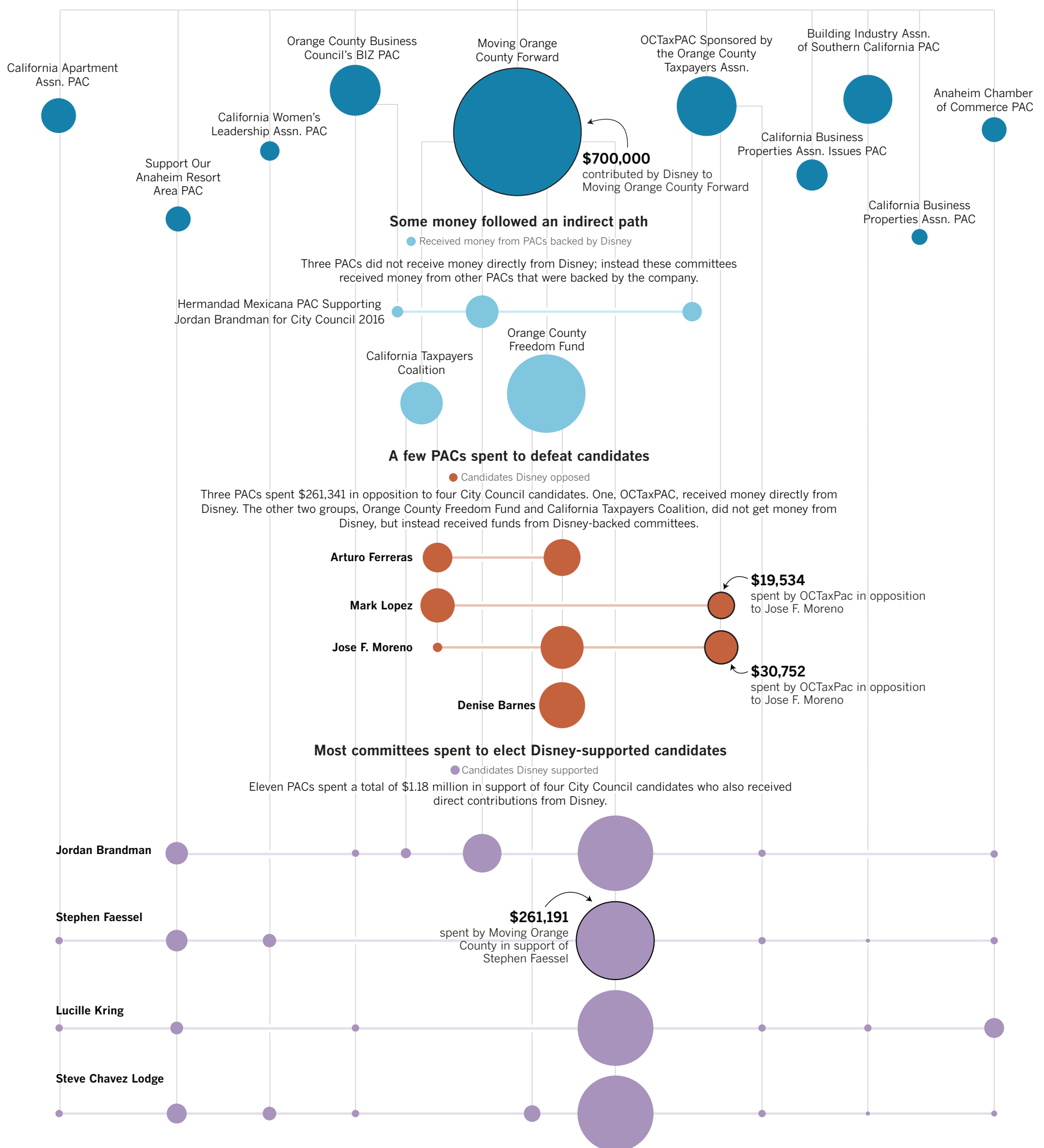
● Received money from Disney

### Contribution amount



Disney's campaign contributions to PACs involved in the 2016 Anaheim City Council race: **\$1.22 million**

The PACs that Disney contributed to spent money on City Council races largely via independent expenditures, which are not done in cooperation with candidates. Some of the PACs also made direct contributions to candidates, usually giving the maximum amount. Two of the PACs, Moving Orange County Forward and OCTaxPAC, also received a substantial amount of additional money from other groups that got funds from Disney.



## Balance of power flips

Only two of the four candidates Disney supported won their council races. The election of Jose F. Moreno and Denise Barnes flipped the balance of power on the seven-person council.

## Seven-seat City Council after 2016 election



**Disney-supported**  
Stephen Faessel  
Lucille Kring  
Kris Murray

**Disney-opposed**  
Mayor Tom Tait  
Denise Barnes  
Jose F. Moreno  
James Vanderbilt

Note: Based on voting records and/or campaign spending.

## Results by district

**DISTRICT 1**  
Winner: Denise Barnes



Steve Chavez Lodge  
**\$281,430**  
Total spent in support



Denise Barnes  
**\$59,852**  
Total spent in opposition



Lucille Kring  
**\$271,792**  
Total spent in support



Arturo Ferreras  
**\$63,334**  
Total spent in opposition

**DISTRICT 3**  
Winner: Jose F. Moreno



Jordan Brandman  
**\$330,358**  
Total spent in support



Jose F. Moreno  
**\$85,363**  
Total spent in opposition



Stephen Faessel  
**\$293,093**  
Total spent in support



Mark Lopez  
**\$52,793**  
Total spent in opposition

\*"Disney-opposed" candidates faced opposition spending by a PAC that got money directly from Disney and/or from other PACs that received funds from a company-backed committee.

Sources: City of Anaheim, California Secretary of State, Orange County Registrar of Voters. Graphics reporting by DANIEL MILLER AND BEN POSTON