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## **First DeSantis Took On Disney. Now He's Coming for Wall Street.**

**The Florida governor's battle with Disney is a cautionary tale for corporate America and could be the launching pad for a 2024 presidential campaign.**

Ron DeSantis has a warning for corporate America: Get on board, or else ...

It's a message designed for Republican voters across the US and could serve as the launching pad for a 2024 presidential bid by Florida's 44-year-old-governor. It also has potential repercussions for Wall Street and the \$4 trillion municipal bond market.

Ground zero is the Magic Kingdom, where representatives chosen by Walt Disney Co. have met on a monthly basis for decades to oversee the day-to-day operations of the Reedy Creek Improvement District — everything from approving building permits to issuing debt and making sure lights are on at Cinderella's castle.

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### **Bloomberg CityLab**

By Nic Querolo and Felipe Marques

February 23, 2023

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