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Disney Buys TV Ads to Pitch Its Importance to Florida After DeSantis Fight.

- **The theme-park giant employs 82,000 people in the state**
- **Company lost control of Disney World's municipal district**

Walt Disney Co. will air a [commercial](#) on TV and online to promote its importance to Florida, the latest move in a battle with the governor and legislators that's gone on for more than a year.

The company, which owns the 25,000-acre Walt Disney World resort outside of Orlando, released an economic impact study Tuesday saying that it accounts for one out every 32 jobs in Florida, with 263,000 people either working for Disney or connected to it in some fashion. Some 82,000 are employed directly by the company in the state.

Disney said it contracts with 2,500 small businesses in Florida. The company's four theme parks, 24,000 hotel rooms, cruise ships and other operations contributed \$40.3 billion to the local economy and \$6.6 billion in taxes in 2022, according to the report, which was produced by Oxford Economics.

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Bloomberg Markets

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