



Monied mayoral candidates, left to right; Eileen Brady, Charlie Hales and Jefferson Smith.

Movers, shakers and moneymakers

How Portland's leading mayoral candidates are stacking up financially in a return to high-priced races

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The 2012 Portland mayoral primary season started earlier than usual (in the spring of 2011) when two candidates, Eileen Brady and Charlie Hales, formed their political action committees in anticipation of facing Mayor Sam Adams's reelection bid. Comparatively, when Tom Potter ran for mayor in 2004 his first contribution came on Sept. 29, 2003, even though his major opponent was a City Council member, Jim Francesconi, with significant fundraising capacity.

Taking on an incumbent is tough so presumably Brady and Hales perceived Mayor Adams as more vulnerable than typical Portland incumbents. As reported by Willamette Week in January 2004, City Council incumbents had lost only five times in 121 contests since 1970. After Mayor Adams' announcement that he wouldn't run for re-election another candidate, Jefferson Smith, entered the race.

Though there are other mayoral candidates running for election, this analysis will focus on Brady, Hales, and Smith. This article focuses on these three, because, like it or not, the political reality is that viability is linked to fundraising capacity. Brady has raised the most money: \$447,085 as reported through Jan. 2, followed by Hales with \$249,037, and Smith with \$155,358. Hales and Smith have spent less money, so their cash availability is \$110,466 and \$104,258, respectively, compared to Brady's \$147,959

campaign liquidity. (See Table 1.)

Smith started later than Brady and Hales, hence his current third place spot in the fundraising race. That Smith has the capacity to catch up with his opponents is indicated by his fundraising per day average of \$1,425, which compares to daily fundraising averages of \$1,796 and \$1,107, respectively for Brady and Hales. These daily averages also indicate the role that fundraising plays in how candidates spend their time.

Both Eileen Brady and Jefferson Smith supported Voter-Owned Elections, the campaign finance reform program available to Portland candidates from 2006 through 2010. Portlanders voted out this alternative to private money fundraising by a narrow margin in November 2010. In order for mayoral candidates to qualify for that reform program, they needed to collect at least 1,500 \$5 contributions. An emphasis on garnering support from many small dollar donors is reflected in these candidates' post-reform fundraising. Brady has raised money from an estimated 1,320 contributors followed by estimates of 828 contributors to Smith's campaign and 473 contributors to Hales' campaign. (See Table 2.)

The catch is that contributions in amounts of \$100 or less, even though they come from many people, comprise relatively small percentages of total fundraising. As reported through Jan. 2, 20 percent of Smith's total contributions come from an estimated 634

Election fundraising in Oregon

Oregon candidates in state and local elections can accept campaign contributions of any size from any source. This is in contrast to federal campaigns where contributions from individuals are limited to \$2,500 while political action committees can only give \$5,000 per election. Direct contributions from corporate treasury dollars to federal candidates are banned.

Independent expenditures are when individuals or groups spend money on advertising without consultation of the candidate they support. Even before the U.S. Supreme Court's Citizens United decision independent expenditures could be made by individuals and political action committees. The door opened by Citizens United is that independent expenditures in support or opposing federal candidates can be made using corporate treasury dollars.

Independent expenditures in Oregon are relatively rare in state and local campaigns since there are no limits on direct contributions to candidates.

Campaign contributions and expenditures are reported electronically by campaigns to the Secretary of State and put into a searchable online database called ORESTAR. Each contribution and expenditure must be reported within 30 days and within 7 days in the six weeks prior to an election. This continuous reporting means that the data downloaded from ORESTAR on Jan. 2 for this article will have changed by the time of publication.

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Table 1
Fundraising Summaries of 3 Major Portland Mayoral Candidates as Reported Through Jan. 2*

Candidate	Established PAC	Campaign Days	Total Contributions	Cash Available
Eileen Brady	April 29, 2011	249	\$447,085	\$147,959
Charlie Hales	May 23, 2011	225	\$249,037	\$110,466
Jefferson Smith	Sept. 16, 2011	109	\$155,358	\$104,258

*PAC equals political committee. Regarding Jefferson Smith the date noted is when he switched his legislative fundraising committee to a focus on the mayor's race. The number of days in the campaign are through January 2nd, which is the date contribution data in this table and the rest of this article was downloaded from ORESTAR. Contribution figures include cash and in-kind donations and any loans received.

Table 2
Fundraising by Three Contribution Size Groups as Reported Through January 2nd:
Dollar Amounts and %s of Total Fundraising and #s of Contributors

Candidate	\$1,000 and up	\$101 to \$999	\$100 or less*	Total Fundraising
Eileen Brady	\$291,425 65%	\$111,801 25%	\$43,858 10%	\$447,085 100%
	122 contributors	330 contributors	868 contributors	1320 contributors
Charlie Hales	\$199,010 80%	\$33,282 13%	\$16,744 7%	\$249,037 100%
	45 contributors	98 contributors	330 contributors	473 contributors
Jefferson Smith	\$80,614 52%	\$42,890 28%	\$31,855 20%	\$155,358 100%
	59 contributors	135 contributors	634 contributors	828 contributors

*Contributions of \$100 or less do not have to be itemized by individual donor. Rather those contributions are reported as aggregated dollar amounts. This means it is impossible to know exactly how many donors are giving in the contribution category of \$100 or less. But an estimate can be determined by assuming that each of these small donations is \$50. Total contributor numbers are derived by adding the numbers of itemized contributors with estimates of numbers of those making contributions of \$100 or less.

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