

STATEMENT OF MATT MCCOOL
CANDIDATE FOR MEMBER OF THE CITY COUNCIL, term ending November 2026
CITY OF HERMOSA BEACH GENERAL MUNICIPAL ELECTION

Age: 48
Occupation: Business Operations Consultant

Actively involved with the Hermosa Beach community and government for the past decade, I am running for City Council to protect our beach culture and restore public trust!

Our Safety: 1) Public safety is paramount, and will be my highest priority, 2) Enhanced prosecution for criminals coming into our city

Our Government: 1) Increase transparency and public participation for greater accountability, 2) Regulatory reform, and reduce excessive code enforcement

Our Tax Dollars: 1) Focus spending on basic services, and infrastructure, such as paving the streets, 2) Reduce out of control spending on pet projects, studies and hiring

Our City: 1) NO on retail cannabis, 2) NO on 3/4% sales tax, 3) Restore Pier Ave. and Hermosa Ave. back to two lanes in each direction, 4) Return Summer Concert Series

It will be an honor to serve our beach community.

www.McCoolForHermosa.com

- Southern California native
- 16-year United States Navy Reservist
- Former reserve and volunteer firefighter
- Emergency Preparedness Advisory Commissioner
- Community Emergency Response Team (CERT)
- Leadership Hermosa Beach