

CHRISTOPHER REED – Candidate Statement

Candidate for Hermosa Beach City Council Municipal Election Member of the City Council

Occupation: Finance Consultant

I will address the development, urban planning, and financial challenges of Hermosa Beach as a member of the City Council. I have the education (B.S. Architecture; MBA Finance) and experience (formerly, CFO of a \$30 million manufacturing company and currently, financial consultant) to guide Hermosa Beach through the current tough financial challenges and accomplish **specific, measurable** initiatives:

FINANCE

- Foster a vibrant Hermosa Beach by proactively collaborating with responsible business owners
- Benchmark salaries and responsibilities of city administration with similar municipalities
- Increase fiscal transparency by posting simplified monthly financial statements online so all residents can understand how the city is operating
- Implement a comprehensive risk management plan to reduce legal exposure and increase information and public visibility of pending cases

PUBLIC SAFETY AND WELLNESS

- Promote health and fitness initiatives in conjunction with Beach Cities Health District
- Develop a pedestrian and cycling master plan to promote safe and comfortable cycling and walking in Hermosa Beach
- Create a public-viewable interactive online map showing locations of reported crimes in Hermosa Beach

Follow me on Twitter and Facebook at: ReedforHermosa or contact me at:
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Please support Christopher Reed for Hermosa Beach City Council.