

MATTHEW WICKER-WAUWATOSA CITY COMMON COUNCIL DISTRICT 8

Key findings include:

- **Professional Background:** Matthew Wicker is a senior private-sector sales executive with more than two decades of experience in the food and beverage industry. He has not previously held elected office.
- **Civic Involvement:** Wicker currently serves on the Wauwatosa Civic Celebration Commission and is a graduate of the city's Citizens Police Academy, reflecting engagement with local civic institutions, though primarily in advisory or observational roles.
- **Stated Governing Focus:** His campaign emphasizes fiscal restraint, budget transparency, and prioritization of core city services.
- **Social Media Judgment Concerns:** Wicker's pattern of online engagement, including reacting approvingly or dismissively to inflammatory or mocking posts on vaccination, gender-based conspiracies, and federal assistance programs.

Wauwatosa is the oldest municipality in Milwaukee with about 47,700 people; majority White (79%), with smaller but growing Black (7%), Asian (4–5%), and Hispanic/Latino (5%) populations [[Census Reporter](#), accessed, 11/10/2025]. Politically Wauwatosa is a democratic stronghold, the city clerk's page shows county's Biden-heavy margin 66% to Trump's 31.9%, so you can characterize Wauwatosa as a reliably Democratic municipal electorate even though the state was close [[Wauwatosa City](#), 11/4/2020]. In April 2024 voters kept Mayor Dennis McBride, who first won in 2020 with about 60%, signaling that the post-2020 policing/protest turbulence didn't flip the city to a conservative posture. Also in the 2024 presidential election, Kamala Harris carried Wauwatosa with 69.0% to Donald Trump's 29.0% [[Js Online](#), 4/2/2024] [Wauwatosa City, 11/5/2024]

BACKGROUND

Matthew Wicker currently serves as Vice President of Sales at Waterloo Sparkling Water Company (Oct. 2020–present). Prior to joining Waterloo, Wicker spent approximately 14 years at Amy's Kitchen, where he served as a Director and Division Manager in the organic food industry (June 2006–Oct. 2020). Earlier in his career, he worked as a Regional Manager at The Spice Hunter (June 2004–June 2006).

Wicker is a current member of the Wauwatosa Civic Celebration Commission, a city body that advises on community events and programming. He is also a 2025 graduate of the Wauwatosa Citizens Police Academy. In December 2025, he began volunteering on a seasonal basis with Wreaths Across America.

Wicker states that he is running for Common Council to bring what he describes as “common sense” leadership and increased fiscal responsibility to city government. Wicker policy priority focused on taxes, core city services, and neighborhood quality of life. He has said he would advocate for more transparent budgeting practices, clearer communication around city spending, and greater scrutiny of development incentives such as tax incremental financing (TIF). He has also expressed support for prioritizing funding for police, fire, and essential city services, while maintaining fiscal restraint.

Wicker identified road maintenance, traffic, and reckless driving as areas of concern, supporting long-term infrastructure planning [[City of Wauwatosa](#), accessed, 2/4/2026]

ON THE ISSUES

NO FINDINGS OF NOTE FOR FIRST ROUND VET

VULNERABILITIES & ADVERSE FINDINGS OF NOTE

Fourth of July Fireworks Controversy

2024: Wicker Publicly Opposed The City Of Wauwatosa’s Decision To Move Its Annual Fireworks Celebration From July 4 To August 7. “I am a proud resident of Wauwatosa, WI, and it deeply saddens me to see our city move the traditional July 4th fireworks celebration to August 7th. This change feels like a disconnection from our nation's history and tradition. The Fourth of July is not just another day; it is the day we celebrate our independence as a nation. The decision to move the date seems arbitrary and without consideration for what this day means for us as Americans. It feels like my city doesn’t value America’s rich history or traditions anymore. For many residents here in Wauwatosa, including myself, this shift has dampened our patriotic spirit. Historically, Independence Day celebrations have been held on July 4th across the United States since 1776 when we declared independence from Great Britain (source: U.S National Archives). It's more than just fireworks; it's about coming together as a community to honor and celebrate our country’s founding principles of liberty and justice.” [[Change](#), accessed, 2/4/2026]

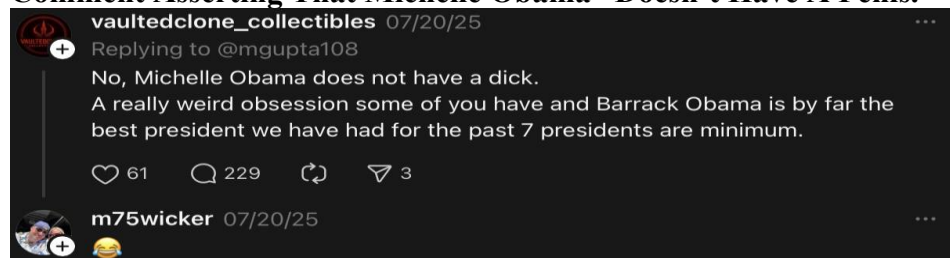
- **Wicker Authored A Public Petition Calling For The Fireworks To Be Restored July 4.** “I am a proud resident of Wauwatosa, WI, and it deeply saddens me to see our city move the traditional July 4th fireworks celebration to August 7th. This change feels like a disconnection from our nation's history and tradition. The Fourth of July is not just another day; it is the day we celebrate our independence as a nation. The decision to move the date seems arbitrary and without consideration for what this day means for us as Americans. It feels like my city doesn’t value America’s rich history or traditions anymore. For many residents here in Wauwatosa, including myself, this shift has dampened our patriotic spirit. Historically, Independence Day celebrations have been held on July 4th across the United States since 1776 when we declared independence from Great Britain (source: U.S National Archives). It's more than just fireworks; it's about coming together as a community to honor and celebrate our country’s founding principles of liberty and justice.” [[Change](#), accessed, 2/4/2026]
- **Wicker Said The Change Felt Like A “Disconnection From Our Nation’s History And Tradition.”** “I am a proud resident of Wauwatosa, WI, and it deeply saddens me to see our city move the traditional July 4th fireworks celebration to August 7th. This change feels like a disconnection from our nation's history and tradition. The Fourth of July is not just another day; it is the day we celebrate our independence as a nation. The decision to move the date seems arbitrary and without consideration for what this day means for us as Americans. It feels like my city doesn’t value America’s rich history or traditions anymore. For many residents here in Wauwatosa, including myself, this shift has dampened our patriotic spirit. Historically, Independence Day celebrations have been held on July 4th across the United States since 1776 when we declared independence from Great Britain (source: U.S National Archives). It's more than just fireworks; it's about coming together as a community to honor and celebrate our country’s founding principles of liberty and justice.” [[Change](#), accessed, 2/4/2026]
- **Wicker Said Wauwatosa “Doesn’t Value America’s Rich History And Traditions Anymore.”** “I am a proud resident of Wauwatosa, WI, and it deeply saddens me to see our city move the traditional July 4th fireworks celebration to August 7th. This change feels like a

disconnection from our nation's history and tradition. The Fourth of July is not just another day; it is the day we celebrate our independence as a nation. The decision to move the date seems arbitrary and without consideration for what this day means for us as Americans. It feels like my city doesn't value America's rich history or traditions anymore. For many residents here in Wauwatosa, including myself, this shift has dampened our patriotic spirit. Historically, Independence Day celebrations have been held on July 4th across the United States since 1776 when we declared independence from Great Britain (source: U.S National Archives). It's more than just fireworks; it's about coming together as a community to honor and celebrate our country's founding principles of liberty and justice." [[Change](#), accessed, 2/4/2026]

Wauwatosa's Decision To Move Its Annual 4th Of July Firework Celebrations "Dampend" Wickers "Patriotic Spirit." "I am a proud resident of Wauwatosa, WI, and it deeply saddens me to see our city move the traditional July 4th fireworks celebration to August 7th. This change feels like a disconnection from our nation's history and tradition. The Fourth of July is not just another day; it is the day we celebrate our independence as a nation. The decision to move the date seems arbitrary and without consideration for what this day means for us as Americans. It feels like my city doesn't value America's rich history or traditions anymore. For many residents here in Wauwatosa, including myself, this shift has dampened our patriotic spirit. Historically, Independence Day celebrations have been held on July 4th across the United States since 1776 when we declared independence from Great Britain (source: U.S National Archives). It's more than just fireworks; it's about coming together as a community to honor and celebrate our country's founding principles of liberty and justice." [[Change](#), accessed, 2/4/2026]

Social Media Conduct and Temperament

July 2025: Matthew Wicker Reacted With A Laughing Emoji To An Instagram Thread's Comment Asserting That Michelle Obama "Doesn't Have A Penis."



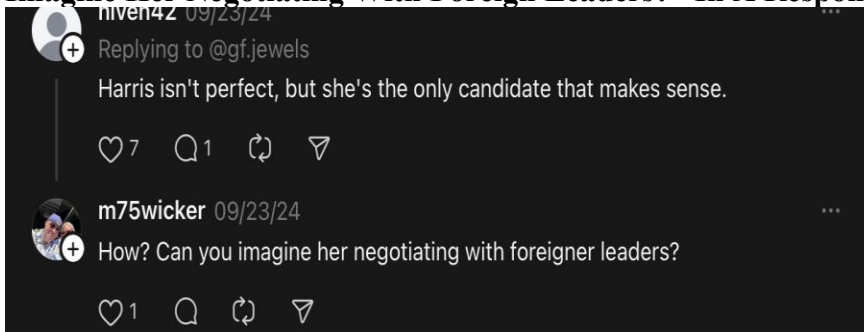
[Instagram Threads, M75wicker, 7/6/2025]

2025: Wicker "100%" Supported Sen. Katie Britt's Bill To Prevent "Illegal Immigrants From Voting In Federal Elections."



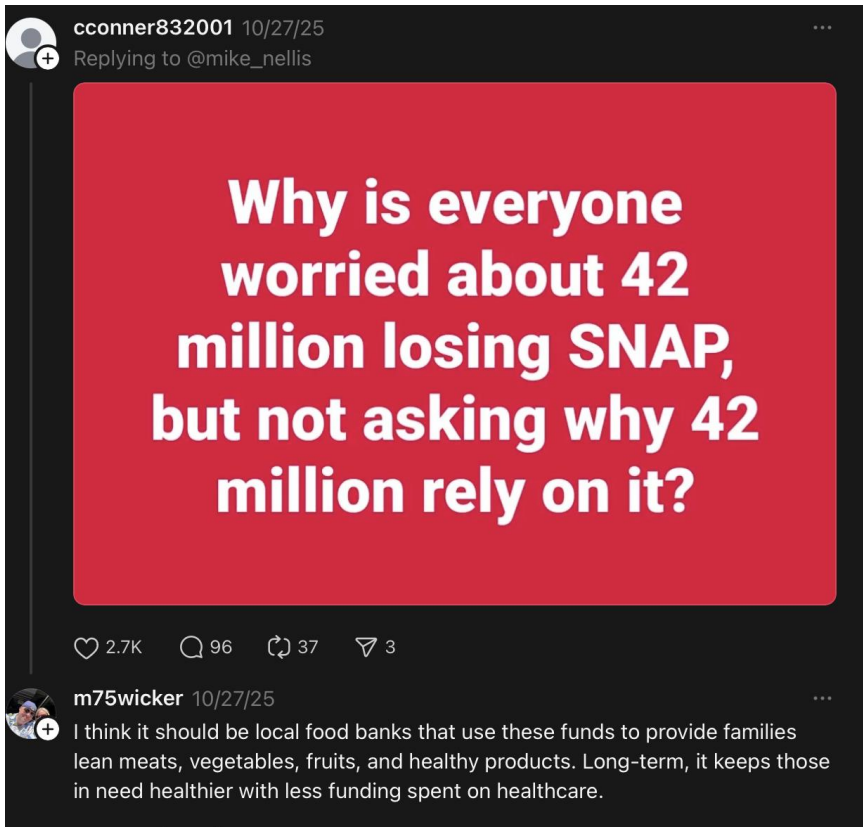
[Instagram Threads, M75wicker, 7/6/2025]

September 2024: Wicker Publicly Questioned Kamala Harris’s Competence “How? Can You Imagine Her Negotiating With Foreign Leaders?” In A Response To A Post Supporting Harris.



[Instagram Threads, M75wicker, 9/23/2024]

In A Thread Discussion About SNAP Reductions Wicker Argued Funds Should Instead Be Routed To Local Food Banks.



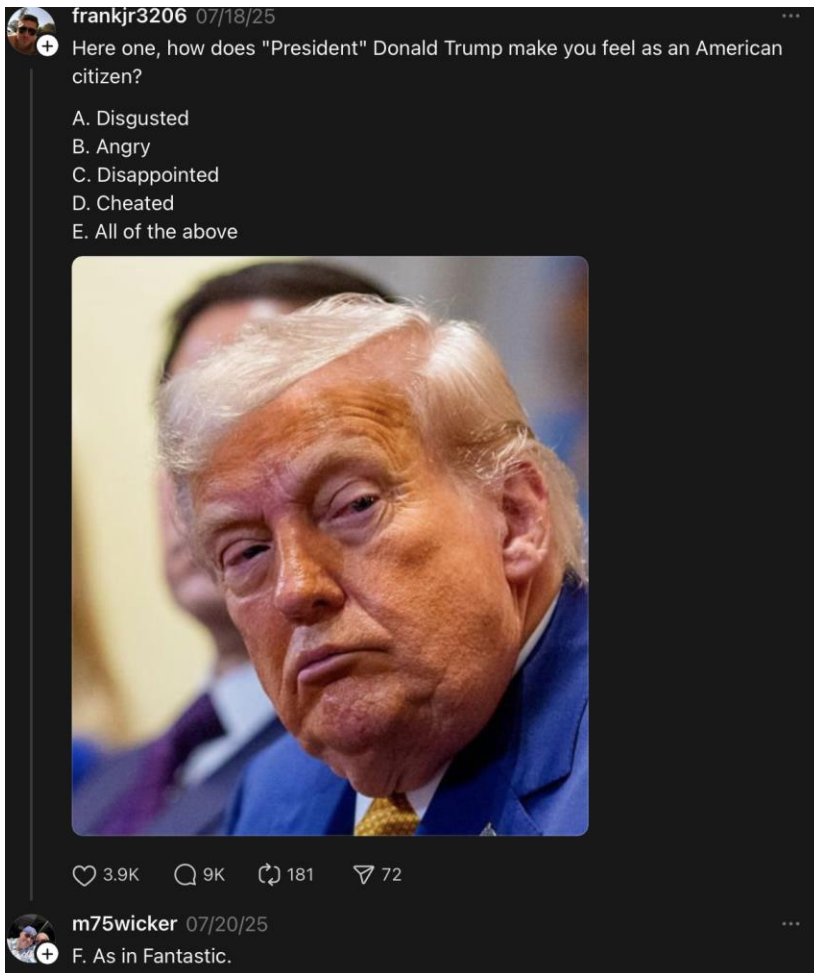
[Instagram Threads, M75wicker, 10/27/2025]

September 2025: Wicker Reacted With Clown Emojis To A Post Saying “Anti-Vaxxers” As “Pro-Disease.”



[Instagram Threads, M75wicker, 10/27/2025]

July2025: Wicker Said President Trump Makes Him Feel “Fantastic” As An American.



[Instagram Threads, M75wicker, 10/27/2025]

SOCIAL MEDIA LINKS

[Linkedin](#)

[Instagram](#)