



Third District Honoree

Kerry Morrison

Executive Director

Hollywood Property Owners Alliance

Kerry Morrison is the Executive Director of the Hollywood Property Owners Alliance, a nonprofit organization that manages both the Hollywood Entertainment District and the Sunset and Vine Business Improvement District (BID). She has served the property owners in Hollywood since the BID was first formed in 1996.

Ms. Morrison most recently was appointed by Mayor Eric Garcetti to serve on the Citizen's Oversight Committee for Measure HHH, a voter-approved \$1.2 billion bond issue to finance permanent supportive housing for the homeless over the next ten years. She previously served as a mayoral appointee to the Los Angeles Homeless Services Authority (LAHSA) from 2011 to 2016, and served as chair in 2014-15. Ms. Morrison also serves on the Home for Good Business Task Force to End Homelessness, and on the board at The Center in Hollywood, which serves Hollywood's homeless neighbors. She is a founder of Hollywood 4WRD, a coalition organized to end homelessness in Hollywood. Ms. Morrison also served on the Hollywood Police Activities League (PAL) Board of Directors for over 10 years, five years as chairman.

She is a recipient of numerous awards including the Coro Southern California Crystal Eagle Award (2016); the Housing Works HERO Award (2016); the Stanton Fellowship from the Durfee Foundation (2016-17). Ms. Morrison holds a Bachelor's degree in Political Science from Santa Clara University and a Master's degree in Public Administration from the University of Southern California. She is a graduate of Coro Southern California's Fellowship Program in Public Affairs and served on the Board for Coro for over a decade.