

Kris Smith, CSA, STS turned his passion for urban planning and development into a hands-on career when he transitioned his love for community outreach and forged his craft in tourism and hospitality, including creating and leading Sports Hampton for the Hampton Convention & Visitors Bureau.

Kris accelerated that passion in Detroit where he spent the better part of a decade in leadership roles with the Detroit Metro Convention and Visitors Bureau, most recently as the Director of the Detroit Sports Commission. Described as a visionary, Kris has created and incubated events while also working with MLB, NBA, NCAA, NFL, and NHL. He has also worked with AAU, USOC, various NGB's and International Federations. As a result of his ability to network and build bridges, Kris has been called to serve in various board capacities and advisory roles in both the collegiate and professional realms.

With this vast experience, Kris founded 2nd City Solutions and KBS Sports Strategies to augment efforts in bid planning, feasibility studies, strategic planning, fundraising campaigns, audits, and his ever-burgeoning desire to build and grow urban communities. Most recently, Kris became a founding partner in The Collective Best, a national sports consulting firm designed to aid in the development of destinations.