



Kevin B. Smith, CSEE
Managing Partner
The Collective Best

Kevin is the Managing Partner of *The Collective Best*, a sports and tourism advisory company in St. Petersburg, Florida. Kevin has 20 plus years of experience as a sports and event tourism professional, first with the St. Petersburg/Clearwater Sports Commission as the director. Then founding OnPoint Sports Strategies. He has led The Collective Best as it expands its reach in sports tourism as they work with destinations and event organizations.

Kevin served on the National Association of Sports Commissions' Board of Directors and was elected by the membership to the position as Chairman of the Board in 2014. Kevin and his St. Pete Clearwater Sports Commission colleagues founded the Sports Legacy Program. This program was developed to provide a community impact in member cities of the National Association of Sports Commissions annual symposium. The Sports Legacy Fund provides donated sports equipment and financial support in communities and has provided more than \$150,000 in equipment and funding. In 2019, Kevin was selected to the National Hall of Fame for the Sports Events and Travel Association.

Kevin is a member of the Board of Directors with the Outback Bowl in Tampa, Florida and has served as the Chairman of the Board in 2015. Kevin also serves on the St. Leo University Sports Business Advisory Council and the Skills Center of Tampa Bay.