

# LLCEDC & Visit Leadville- Twin Lakes: A Collective Impact Approach

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Using a Collective Impact Model to Facilitate  
Economic & Destination Development



# Focus of today's session

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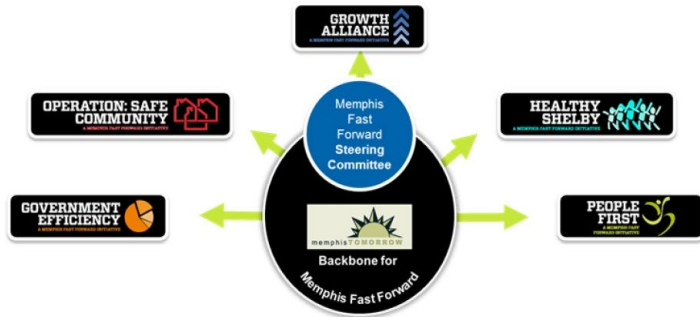
How the adoption of a collective impact model can help to:

- Unify and prioritize individual efforts within a community
- Expand its influence at a regional level
- Define the culture and essence of a community and therefore a “destination”



# What is a collective impact model?

Organizational Structure of Memphis Fast Forward



(FSG, n.d.)

- Coming together to address the needs and interests of the collective whole
- Recognizes that you can have a greater impact working together
- Not about creating something new and duplicative - the opposite
- Differs from collaboration
  - Centralized infrastructure
  - Dedicated staff and resources
  - Structured process and strategy

# Five Conditions for Collective Impact



**Common Agenda**



**Shared Measurement**



**Mutually Reinforcing Activities**



**Continuous Communication**



**Backbone Organization**

(Rural Health Information Hub, 2017)

# Collective Impact in Lake County

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LLCEDC Core Purpose:

- *“We strive to make Lake County a thriving community for current and future generations to live, work, and prosper. We achieve this by fostering community collaboration and providing the essential resources, tools, and connections to attract and retain businesses and talent.*
- LLCEDC Collective Impact
  - Process
  - Direction
  - Engagements



# Destination Development for Visit Leadville-Twin Lakes

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- Mining Community since the 1860's
- “Massive” opportunities for growth in our Outdoor Recreation Economy
- Focus on statewide Destination Stewardship and regional partnerships



# The framing questions: Collective Impact Initiatives

**Question 1:** What can a collective impact initiative look like at the local level for the Tourism Economy? What should it focus on?

**Question 2:** How do we reduce overlap and redundancy by creating a collective impact initiative?

**Question 3:** How do we ensure that this collective impact initiative has the power to represent and speak on behalf of the county/region's interests?



Source: World Cafe Experience (n.d.)

# Report out and discussion

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**Question 2.** How do we reduce overlap and redundancy through the creation of a collective impact initiative?



**Question 3.** How do we ensure that this collective impact initiative has the power to represent and speak on behalf of the county/region's interests?