

Trust your crazy ideas

Live what you love



**JUMP**<sup>TM</sup>

Jack's Urban Meeting Place

WHEN WAS THE LAST TIME  
YOU DID SOMETHING FOR THE FIRST TIME?

# What the heck is **JUMP**?

It's a place to  
**CELEBRATE**  
the human spirit.



It's where I can learn  
about ginormous tractors.



It's where  
my heart sings.



It's the place with  
the giant sheep.



It's a place where  
you make new friends.



**It's where we serve up community dinners.**



**It's where I share my love of dance.**



**It's the place with the ukulele-playing chickens.**



**It's where we use creativity to build community.**



## Why Tractors?

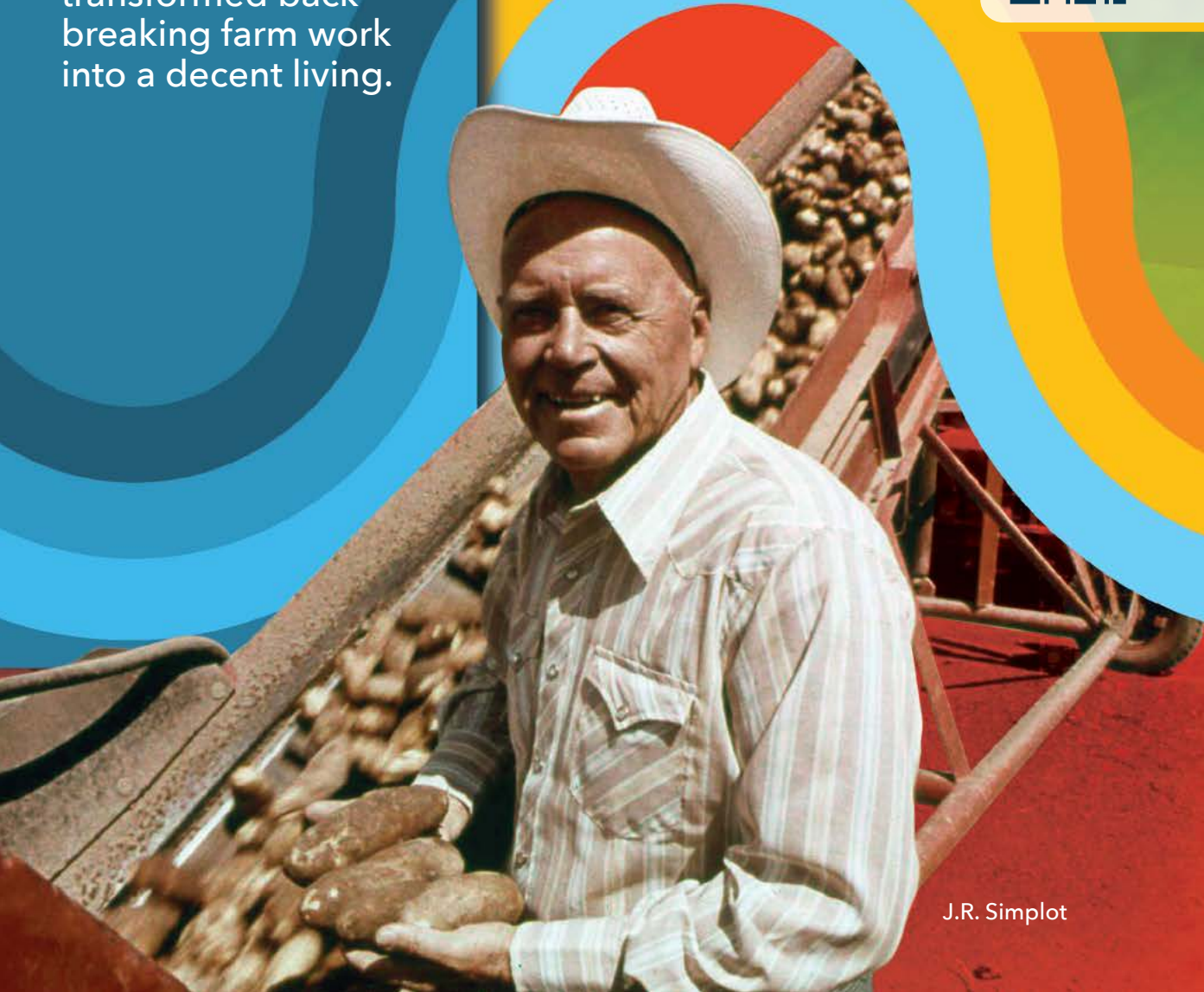
J.R. Simplot always admired farmers, those adventurous men and women who got stuff done and who put food on the table. Tractors were the big, beautiful machines that transformed back-breaking farm work into a decent living.



**Kerosene Annie**  
(1909)



Scan this QR code to watch **Kerosene Annie** in action.



J.R. Simplot

## Who's Jack?

Though Jack "J.R." Simplot was a giant in the business of agriculture, he'd often describe himself as "just an old farmer." He liked taking chances. Big things, little things. An eye to the future, while respecting where he came from. His vision was to grow food for the world—and to provide opportunities for the Idaho community he loved so much.



Come explore the vintage tractors—they're everywhere at JUMP. And don't be afraid to dream big and take a crazy chance on something.

**J.R. would want you to.**

**Oscar Cooke's** life changed in an instant. While stopped at a gas station, he saw an old, rusty tractor being hauled away for scrap. He took a chance, bought the tractor, and saved a bit of history. From then on, Oscar was on a life-long treasure hunt for antique tractors, eventually accumulating one of the world's largest collections.

When Oscar died, J.R. Simplot acquired 100+ of Oscar's tractors at auction and brought them from Montana to Idaho.



Oscar Cooke

**2015**

year JUMP  
opened



**5 STORIES**

SPIRAL SLIDE  
THAT'S FREE  
TO RIDE



**7,000+**

school children trying  
something new and  
discovering what's  
possible every year!



**2.5 MILLION  
HAPPY PEOPLE\***



**300+**

nonprofit events  
held at JUMP  
each year

**3 ACRES**

of public park  
for play or  
leisure



**1** animatronic  
**MULE**  
named "Molly"



**110**  
VINTAGE  
TRACTORS

**50+**



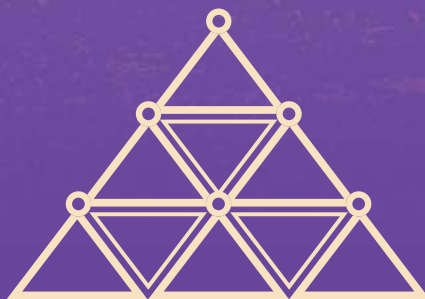
ANNUAL PUBLIC EVENTS

**0**

CARROTS  
CONSUMED  
BY MOLLY THE  
MULE (SHE'S  
ANIMATRONIC)

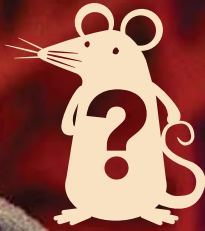


**1** MASSIVE 3-STORY  
CLIMBING STRUCTURE



**54** GIANT  
INFLATABLE  
CREATURES\*

\*and counting



Number of hidden mice: we've lost track!

**\$1.2 MILLION**  
YEARLY SAVINGS  
BY NONPROFITS

**LIMITLESS**  
surprise and delight  
(around every corner)



**By the Numbers**



**1** TRACTOR 'DOCTOR'  
- WHO GIVES -

**100** TRACTOR TOURS  
EVERY YEAR



**8** PERSON  
SLIDE ON  
ROOFTOP  
*(race your friends  
or make new ones)*



OPPORTUNITIES  
TO DISCOVER  
SOMETHING NEW  
ABOUT YOURSELF:  
**INFINITE**

**400+**  
nonprofit and  
community  
organization  
collaborations\*

LEVEL

1



## Meet

JUMP team, friends, neighbors, family, colleagues, and new people!

## Borrow

Did you know that you can borrow instruments and games from the front desk?



## Come on Inside!

The JUMP building took three years to build, but many more years to imagine. We couldn't be happier to see you!

## Think Big

Jack's Urban Meeting Place (JUMP) is named for J.R. Simplot. He was ready to take a chance on anyone with a good idea, no matter how wacky. Open the lockets to hear J.R.'s friends and family tell you about some of his wildest gambles.





# Just Be Yourself!

## Try out the "JUMPster"

Stand on the blue circle in the middle of our lobby and get ready to jump. Literally. At the press of a button, our **super slow motion camera** will snap your picture mid-jump and display it on the big screen.



## What happens when we jump?

It takes gumption to jump since sometimes jumping can feel risky. However, when we do finally *jump* we are able to change our perspective, expand our possibilities, and enrich our lives.

LEVEL

1

# share



The **SHARE STUDIO** welcomes everyone from kitchen newbies to experienced chefs. It's what's cooking at JUMP.



## Climb Inside... Tastebuds

"Tastebuds" is inspired by a big smiling dog. Grab a seat at the red tongue-shaped table and share a meal, have a snack, or just enjoy a conversation.

## Tastebuds is one of JUMP's "Attractors" (Attract + Tractor = Attractor)

Squint hard enough and you can see tractor DNA in every Attractor. They're the missing link between the ingenuity of the vintage tractors and the inspiration inside every JUMP studio.



The Attractors are all over JUMP. Can you find all five?





JUMP collaborates with nonprofits that use culinary education and training to empower people as they develop job and life skills.

LEVEL  
**2**

**You don't have to be crazy to work here, but it helps.**

Can you spot the JUMP team in action? Give them a wave, they'll wave back... promise. JUMP is a great place to volunteer your time and talent. Drop by and talk to our Volunteer Coordinator.

**Team Offices**



LEVEL  
**3**



**All who wander  
are not lost...**

**THE PIONEER STAIRS**

circle the JUMP building and  
connect all levels to the park.



**Discover JUMP's  
Garden Terrace**

There's an almost-secret terrace  
on Level 3 that gives you a great  
view of the JUMP building and  
park. Join a drop-in, outdoor  
yoga session, meet a friend for  
a picnic lunch, or just enjoy a  
coffee with a view.

# How JUMP Started



Advance-Rumely Ideal Pull  
(1916-1918)

**We started out thinking  
we'd be a tractor museum.**

Then we began with "what ifs." **What** if our vintage tractor collection inspired a bigger story about creativity? **What** if farmers and their tractors helped people think differently?

**We're a tractor museum.  
With a twist.**

**Each JUMP tractor  
has two panels.**

Read one to find out what  
makes the tractor special.  
The second panel is a riff  
on the other –

**A NEW IDEA,  
A CONNECTION,  
AN INSPIRATION.**



Check out more  
tractors in the PARK—  
like the huge **Russell Steam  
Engine**—and dozens more in  
our parking garages.

### **Avery 18-36** (1916-22)

JUMP displays a lot of Avery tractors. The company advertised itself as "The Largest Tractor Company in the World." Don't miss this one out by the **GARDEN TERRACE**.



### **Heider C 12-20** (1914)

Compared to early steam and kerosene powered tractors, gas powered tractors were fast, lightweight, and versatile. Most tractors today use diesel fuel, but who knows what's next?



Before tractors, farm work was year-round, dawn-to-dusk, back-breaking labor. But a single tractor replaced dozens of animals, allowing farmers to grow more food to feed more people. No wonder farmers praised their "bonny" tractors—and no wonder we all owe farmers our gratitude.

Photo: Montana State Historical Society, c.1922

"My Bonny Tractor", Advance-Rumely Tractor magazine, August 1928

#### **MY BONNY TRACTOR**

**M**Y BONNY TRACTOR woke at morn, nor paused her person to adorn; but set to work with cheery song, to start my busy day along. She shelled the corn and ground the feed and sawed the wood with dizzy speed. Then out upon the good brown fields, she started crops for bumper yields. She plowed a meadow up for corn in quickest time since I was born. Then harrowed it so deep and fine, and never stopped at noon to dine; but ran the line shaft for the pump and brought the butter on the jump within the big old barrel everybody hates to turn. Out to the fields in after-noon, my bonny tractor snaking out stumps and rascals; my bonny tractor



Scan this QR code to visit the JUMP website and learn more about our extensive vintage tractor collection.  
[jumpboise.org/vintage-tractors](http://jumpboise.org/vintage-tractors)

LEVEL

4

# play

/plā/

to wield lightly and freely; to keep in motion.



## We Take **PLAY** Seriously

People big and small get busy inside our **PLAY STUDIO**. Bring your wildest stories, get hands-on with the latest audio-visual equipment, and jump-start your interest in film making.



## Get Animated!

Maybe it's a creature-feature you want to make. Claymation? Old school hand-drawn cells? Digital? Special effects? It's all here. Take a look at our program schedule for inspiration.

## Just Press Play

...you might be surprised at what you'll hear!





### Did You Know...?

Play is not just for kids. Studies show that play releases endorphins, improves brain functionality, and stimulates creativity in adults. Play also improves memory and stimulates growth of the cerebral cortex. And we could always use a little more brain-power, couldn't we?

### It's Showtime!

Leave your inhibitions at the door and climb aboard **the Showtime Attractor** to create an old-time black and white caper movie, go on a fanciful roadtrip with your friends, or have a screaming good time!

LEVEL

4

## Need Some Inspiration?

Psychologists have identified three stages of inspiration: **evocation**, **transcendence**, and **motivation**. Inspiration happens naturally, transcending the everyday, causing you to try something new.

JUMP's **INSPIRE STUDIO** invites you to take the first step.



## The Nest

When you need a quiet place to incubate your ideas, hatch new projects, or just enjoy the feeling of being a little bird, climb inside the Nest.







## Make Your Meetings MARVELOUS

Yes, technically, the INSPIRE STUDIO is a place to meet—but it's also a place of stepping out of the ordinary and activating ideas. The JUMP team loves to help people get creative when they get together.



## Get Your Wheels Turning

If you can dream it, you can probably slap some wheels on it. Expect to see rolling creations all around JUMP.

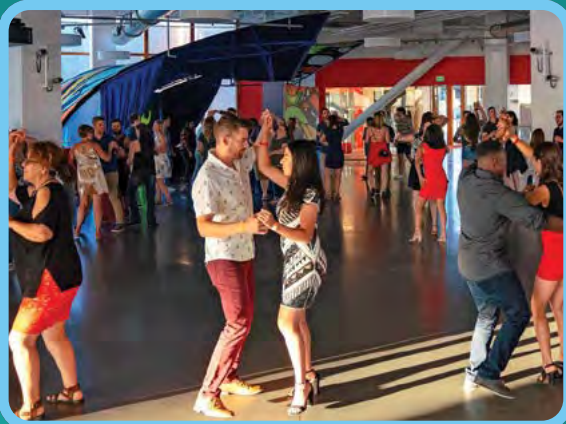
## A Wheely Big Deal

When it comes to tractor design, wheels solve problems. Need more strength? Traction? Agility? Tractor makers have a wheel for that! Explore the **Wheels** tractor display—and be sure to watch the video to see just how wacky wheels can get.

LEVEL  
**5**

# move

Drop by the **MOVE STUDIO** to discover a world of creative movement. From yoga to hip-hop, meditation to pilates, stretch your boundaries and reconnect with your inner dancer.



We all know that getting active boosts your health, improves your mental health, and reduces stress. But did you know that moving in synch with others also increases your self-esteem? Whether it's arm-curls or tango, moving **together** actually makes you like other people more—and yourself.

## Moving with Purpose

**OPEN ARMS DANCE PROJECT** works with and at JUMP to move the community towards greater compassion. A neurodiverse group of dancers with diverse bodies, ages, and abilities, Open Arms creates powerful performances—and connections.





The Treasure Valley's diverse international communities use the MOVE STUDIO to keep their cultures alive and thriving.



## Flutterfoot: A Dancing Butterfly

Moonwalk (or jetté or waltz) under Flutterfoot's wings, crank up the music, and get funky. You probably didn't know you were made for such beauty.

Capture your movement and repeat it milliseconds later with stop-action colors.

LEVEL

5

# make

**For builders, tinkerers, inventors, creators and everyone in between.**

If you can imagine it, we can help you make it. Our **MAKE STUDIO** is filled with all the tools and materials you need to create. A motorized cupcake? Done. A wall-climbing fish? No problem.



## **Experience JUMP with a "JUMP Experience"!**

Whether your objective is educating, connecting, or just sharing lots of laughs, a JUMP Experience offers unique programming that will surprise and delight your participants. Programs available for all ages.



## DeepTinker

Maybe you'd be more creative inside a fish? DeepTinker swims near the Make Studio, angling to host your fix-it, make-it, dream-it activities.



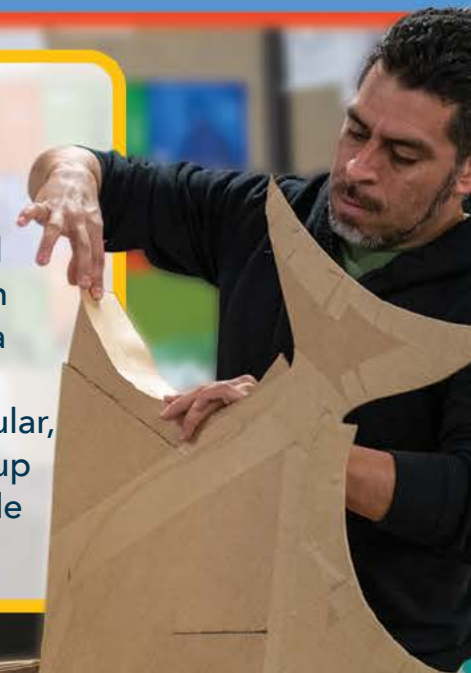
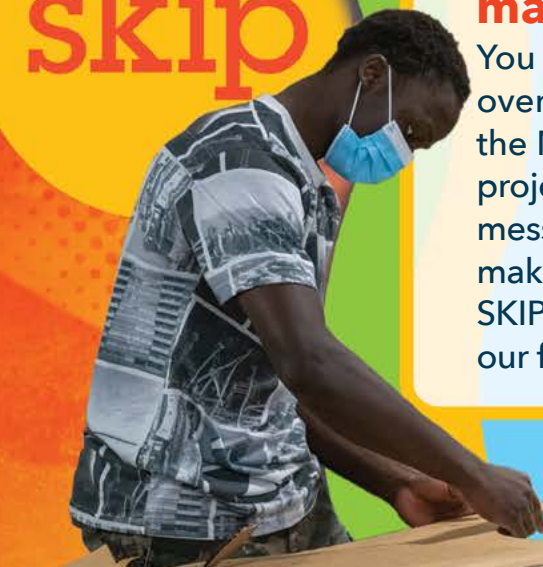
### Did You Know...?

The pattern of DeepTinker's cover fabric is based on Japanese fish-shaped kites!

skip

### SKIP outside for more maker magic

You can make stuff all over JUMP (not just in the MAKE Studio). If a project is too big, too messy, or too spectacular, make use of our pop-up SKIP space, just outside our front doors.



LEVEL  
**5**



## The Team Slide

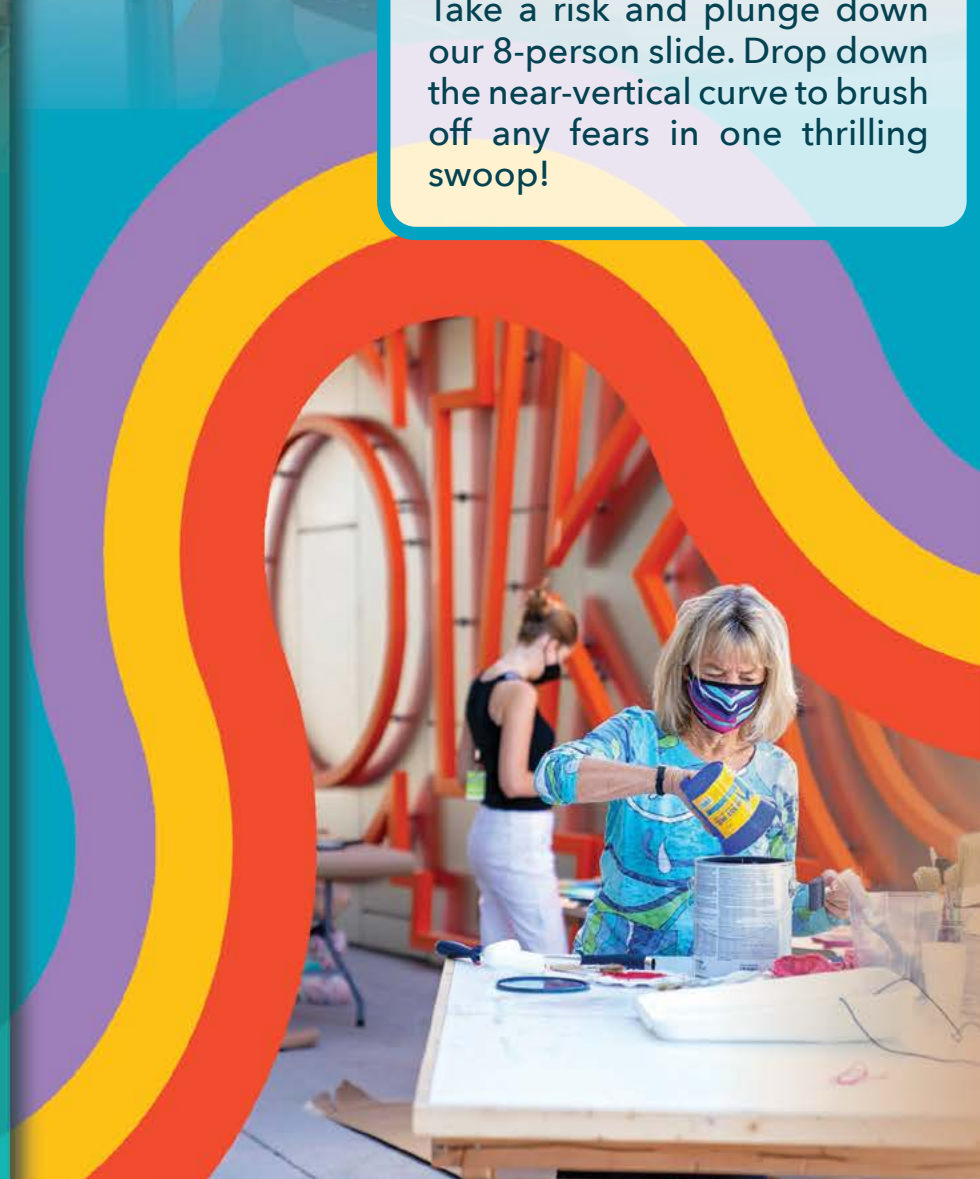
Take a risk and plunge down our 8-person slide. Drop down the near-vertical curve to brush off any fears in one thrilling swoop!



**“IT IS IMPOSSIBLE TO TRAVEL DOWN A SLIDE WITHOUT SMILING.”**

– Carsten Höller, artist and slide designer

Scientists call it “recreational fear”—scary movies, fun-house mirrors...and big slides. As kids, recreational fear helped us learn to cope with new and unusual situations. Being safely frightened releases the same “fight or flight” adrenaline rush as truly dangerous situations—as well as the elevated mood boost afterwards. And when we do something scary together, it reinforces our bond with each other.





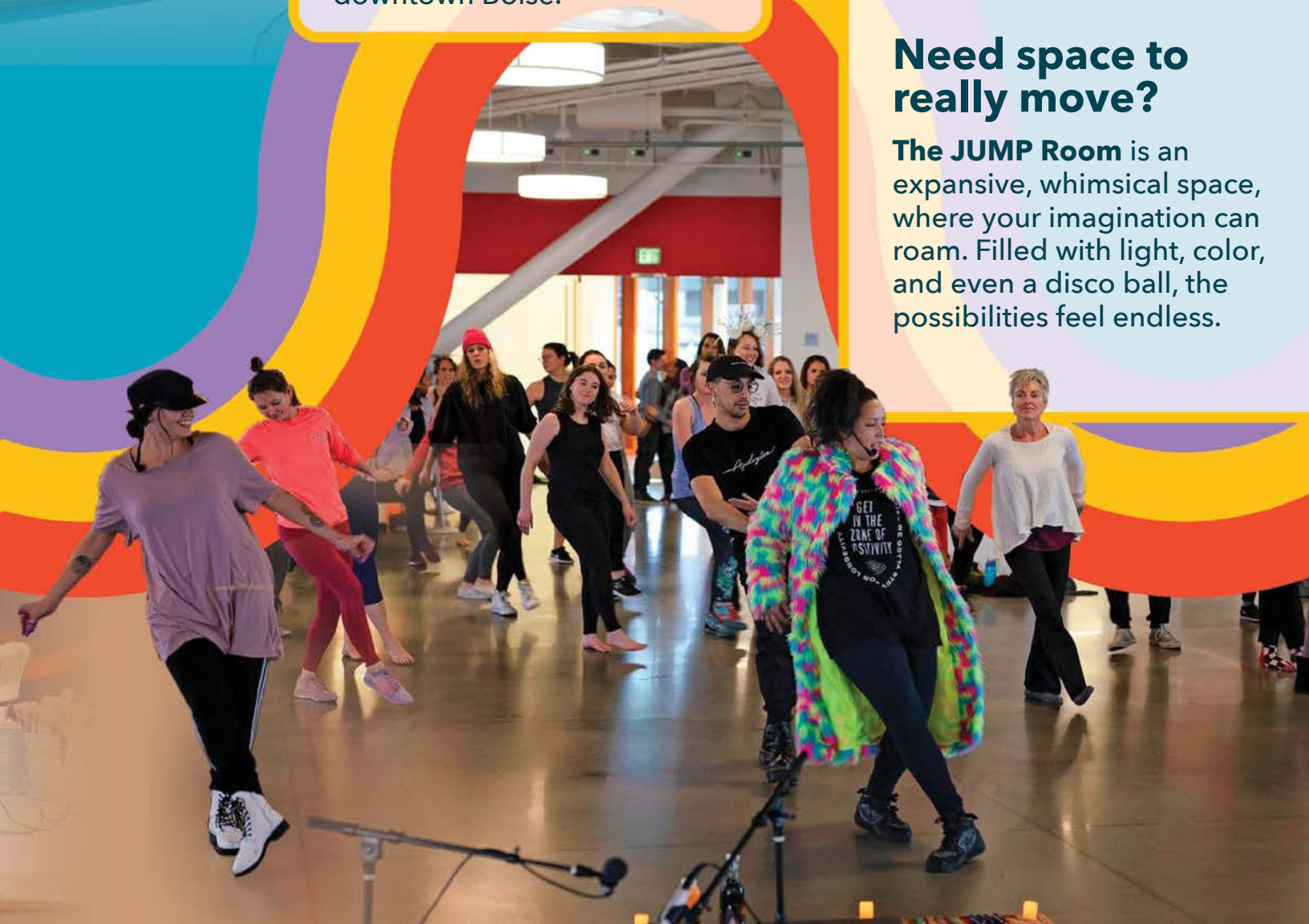
## The Deck

JUMP's upper deck welcomes you, whether you're here on your own or part of a group. Try out our slides (the spiral one will take you right into the heart of our park's play zone), spot a few vintage tractors, grab a snack at the rooftop kitchen, or just enjoy one of the most beautiful vistas in downtown Boise.



## Need space to really move?

The **JUMP Room** is an expansive, whimsical space, where your imagination can roam. Filled with light, color, and even a disco ball, the possibilities feel endless.



LEVEL

6

## What's at the Top?

**The Pioneer Room** is the pinnacle of JUMP spaces, where floor-to-ceiling windows and two terraces overlook the beautiful Boise skyline. Showcase a talent, hold an educational lecture, honor a community member, or host a charitable gala in this flexible space.

Artists big and small use JUMP studios to create brightness in winter during JUMP's annual **Illumibrate™ festival**.

### Idaho Youth Ranch

runs up-cycled thrift shops benefiting youth programs and services—and works with JUMP to provide clothing for our **ReVive Fashion Show™**.

Photos: GREEN Photography





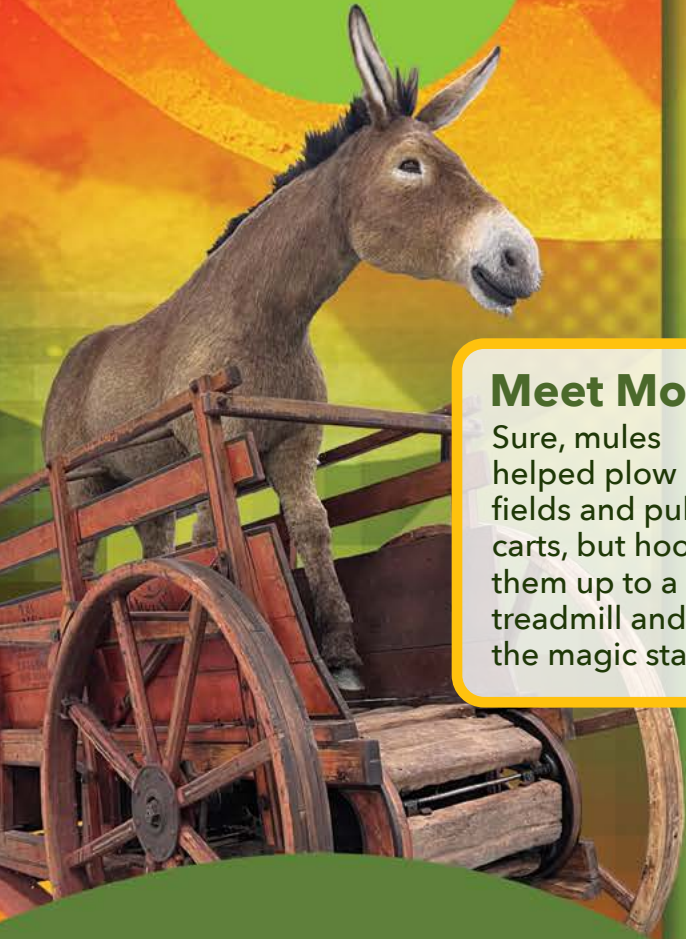
Boise's Hispanic community dances the day away at JUMP during **Día de los Muertos**.



**Wellness events** encourage large groups to find their flow.



# Every Day in THE PARK



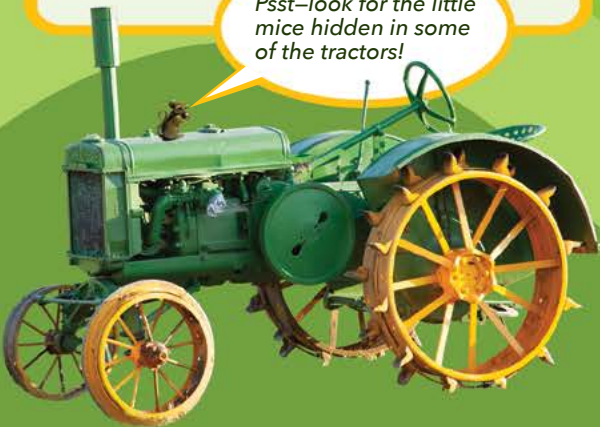
## Meet Molly

Sure, mules helped plow fields and pulled carts, but hook them up to a treadmill and let the magic start!

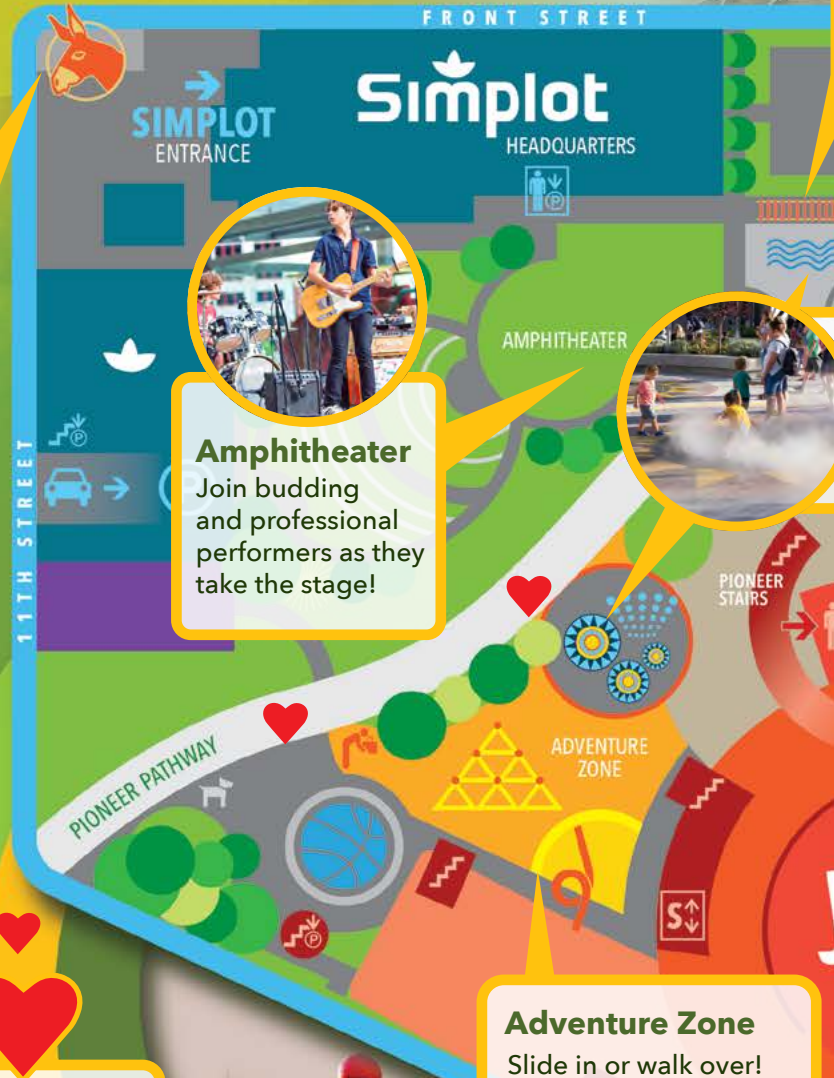
## From 4 Legs to 4 Wheels

Discover how Idahoan farmers went from one horse (or mule) power to hundreds.

*Psst—look for the little mice hidden in some of the tractors!*



No matter when you visit, JUMP's park is set to "surprise" (with a side helping of "delight"). The Park is for everyone to enjoy, every day of the year.



**SIMPLOT**  
ENTRANCE

**Simplot**  
HEADQUARTERS

AMPHITHEATER

PIONEER PATHWAY

ADVENTURE ZONE

PIONEER STAIRS

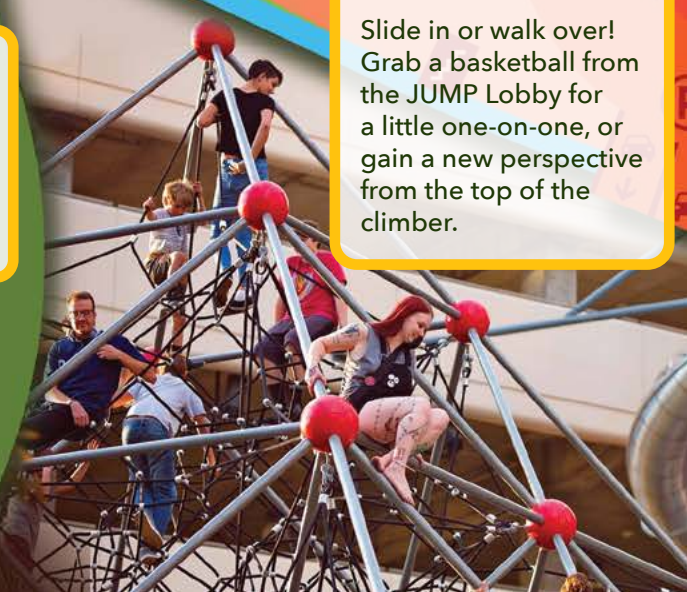


**Amphitheater**  
Join budding and professional performers as they take the stage!



**Lover's Lane**  
For 100 years, Lover's Lane ran right through here. Hear the whole story at the Depot!

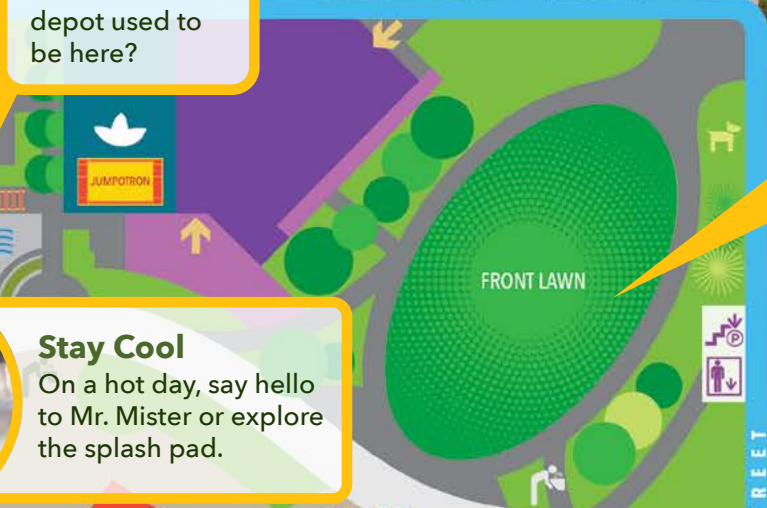
**Adventure Zone**  
Slide in or walk over! Grab a basketball from the JUMP Lobby for a little one-on-one, or gain a new perspective from the top of the climber.



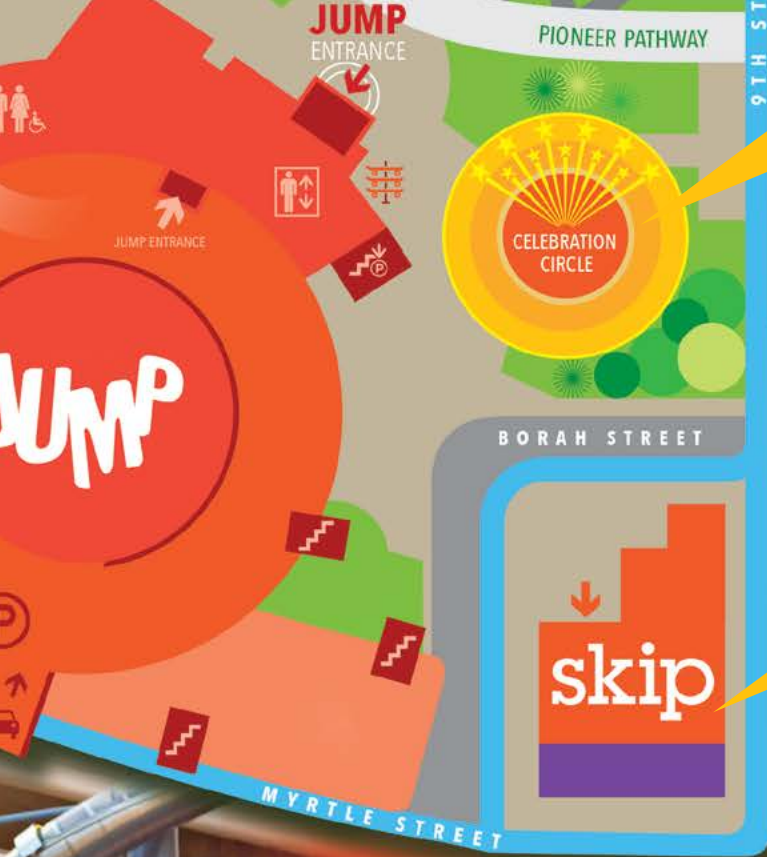


**The Depot**  
Did you know Boise's old train depot used to be here?

**The Front Lawn**  
Play games, run around, lie about, get up to all kinds of silliness. No need to stay off the grass.



**Stay Cool**  
On a hot day, say hello to Mr. Mister or explore the splash pad.



**Celebration Circle**  
Need a slightly smaller stage? This is a great place for gatherings, impromptu performances, and eating lunch.



**SKIP**  
JUMP's Maker Annex for bigger, messier activities!



# What's JUMPing at THE PARK

Show up one day, and there's a giant flamingo. Next, maybe it's a jug band concert. Or an up-cycled fashion show. Or a cloud-making message machine. You just never know until you get here.

## Public Hang Outs

Watch big events, take in a community movie night, or find out what's coming up on the **JUMP-o-tron**.



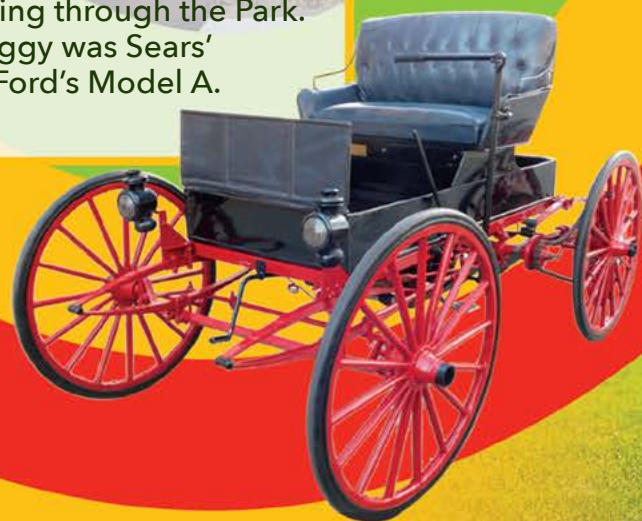
## Did You Know...?

JUMP has monthly themes! Whether it's flowers, pets, or laughter, you can usually tell from the Park what's jumping.



## Take a Spin on the JUMP Buggy

Depending on the (sunny) day, our restored Sears Motor Buggy might be rolling through the Park. The 1910 buggy was Sears' response to Ford's Model A.





## Festivals

From JUMP-or-Treat to Illumibrate™, Flywheels to fashion shows, JUMP's many festivals burst out all over. The Park hosts many of these events.

## Make it Happen!

Need some help to make your community event fly? No matter the celebration, we play well with others. Drop by the Team Offices—let's talk!



# Every Question is a Place to Start JUMPing

The logo for JUMP? is a red circle with a white border, containing the word "JUMP?" in a white, stylized, hand-drawn font. A small "TM" trademark symbol is positioned above the letter "P". The logo is set against a background of colorful, wavy bands in shades of blue, yellow, and green.

## **I like what I see. How do I get involved at JUMP?**

As a community space, JUMP is always looking for volunteers to help activate our spaces and share their talents, be them big or small. Learn more about volunteering on our website: [jumpboise.org/get-involved](http://jumpboise.org/get-involved)

## **Do you need to pay to come to JUMP?**

No! That's the cool thing. Most activities and facilities at JUMP are free and open to the public. Check us out online, follow us on social media, or just come on down and discover for yourself.

## **My dog loves slides! Can she come with me?**

Wow, what an adventurous dog! While dogs are welcome in the JUMP Park, they must be on leash. Pets are not allowed inside the JUMP building, but service animals are welcome. The slides are open seasonally and are free (for humans only).

## **So, how does this place work?**

JUMP is a nonprofit organization so it is as accessible as possible for everyone. This means most of our events and spaces are free and open to the public. Additionally, JUMP makes its space available to other nonprofit and community organizations to host meetings, events, and educational sessions. We also provide fun and educational JUMP Experiences to organizations and school age children throughout Idaho.

## **What's next for JUMP?**

Well, that depends on you. We work with community, so we're constantly changing, always dreaming up something new. (But our website is a good place to start.)

## **When can I come for a visit?**

The JUMP building is open 5 days per week. We are closed on Sunday and Monday (because even a building needs to rest). The 3-acre JUMP Park is open 7 days a week, from sunrise to sunset. Check out our website for current building hours.

## **Why does JUMP care so much about tractors? (There are a lot of them here.)**

At 19, JR began his adult life as a potato farmer doing all his field work with horses. At 89, displaying Oscar's Tractors was his way of commemorating "how far we've come." Where and how to showcase this unfolding of 'how to build a better tractor' jump-started JUMP. The idea of a tractor museum morphed into building a community space that fosters creativity and explores the potential in all of us.

## **Why did you call this place JUMP?**

JUMP is not just the name of this place, it's our mission. Think about it: "to jump" is to part with stability, to leave the ground beneath our feet and experience something new. It takes gumption to jump. It can feel risky. But when we do jump, we expand our lives, enrich our communities, and push the human story forward.



JACK'S URBAN MEETING PLACE  
1000 W Myrtle St  
Boise, ID 83702

(208) 639-6610  
assist@jumpboise.org



[jumpboise.org](http://jumpboise.org)



**JUMP**, or Jack's Urban Meeting Place, is a nonprofit, interactive creative center and community gathering place. It's a place for everyone to discover new possibilities and explore their potential.