



# Travis County Commissioners Court Agenda Request

**Meeting Date:** July 17, 2012

**Prepared By/Phone Number:** Deone Wilhite 854-9111

**Elected/Appointed Official/Dept. Head:** Commissioner Ron Davis, Pct. 1

**Commissioners Court Sponsor:** Commissioner Ron Davis, Pct. 1  
Sheriff Greg Hamilton

**AGENDA LANGUAGE:**

CONSIDER AND TAKE APPROPRIATE ACTION TO CO-SPONSOR A BACK-TO-SCHOOL CONCERT SERIES FOR YOUTH AND THEIR FAMILIES.

**BACKGROUND/SUMMARY OF REQUEST AND ATTACHMENTS:**

None

**STAFF RECOMMENDATIONS:**

**ISSUES AND OPPORTUNITIES:**

**FISCAL IMPACT AND SOURCE OF FUNDING:** None

**REQUIRED AUTHORIZATIONS:**

Commissioner Precinct 1 Office  
County Judge's Office  
Commissioner's Court  
Travis County Sheriff

Ron Davis  
Cheryl Aker  
Cheryl Aker  
Greg Hamilton

**AGENDA REQUEST DEADLINE:** All agenda requests and supporting materials must be submitted as a pdf to Cheryl Aker in the County Judge's office, [Cheryl.Aker@co.travis.tx.us](mailto:Cheryl.Aker@co.travis.tx.us) by **Tuesdays at 5:00 p.m.** for the next week's meeting.

Agency Name: JUMP ON IT  
Street Address: 2201 E. 17<sup>th</sup> St.  
Austin, TX 78702, Travis County

Telephone: 512-348-8005

Email: [joiconcerts@gmail.com](mailto:joiconcerts@gmail.com)

Website: [jumponitconcerts.com](http://jumponitconcerts.com)

Executive Director: Charles 'NOOK' Byrd  
Event Manager: Breanna Colvin  
Director of Communications: Ashton Haywood

Program Purpose:

To aid the at-risk community in Austin by providing a central location to access resources and information that reflects the need of the population, under the umbrella of entertainment.

Jump On It is a community event that has had the support of council in the past and has served with tremendous success.

Program Area:

Education, Awareness, & Community Involvement

What is Requested:

**Sponsor Rosewood Park and all necessary insurance requirements**

# of persons to be served:

1,000-8,000 **per week**

County to Benefit Most From This Project:

TRAVIS COUNTY

Population Served:

The City Of Austin At-Risk Youth, Families, & Community

In Addition:

There is an opportunity at hand to reach a market and disseminate a wealth of information to a population that the City of Austin, along with many other instrumental Organizations, have already made it a goal to develop a plan of action to penetrate.



## **JUMP ON IT Fact Sheet**

### **Company History**

Jump On It (JOI) is a summer concert series that aims to bring the entire Austin community together through entertainment. JOI produces weekly events directly geared toward at-risk youth, but people of all ages, ethnic, and economic backgrounds also attend. The entire operation is designed, operated, and maintained by community youth and young adults. By participating in the event, youth learn several business aspects including project management, business operations, artist liaison, financial planning, all facets of event planning, and production. Youth also learn how to uplift their community through positive activities. The concert series event also services local businesses, providing them the opportunity to gain exposure and market products to large crowds.

### **Jump On It Facts:**

- The first JOI event was held in May 1997
- The concert series brings out **thousands** attendees each week
- In the past, JOI has partnered with City of Austin Parks & Rec., the Travis County Commissioner's Department, the Austin Police Department, Wal-Mart, Austin Energy, Red Bull and others
- Caters to local Austin businesses by allowing them to sell products at the event
- Provides a platform for local artists to showcase their talent
- Partners with local organization to provide onsite resources for attendees like HIV testing, job placement, blood donations, etc

### **Austin Crime and Drop out Statistics:**

JOI seeks to introduce positive activities youth can attend instead of potentially falling victim to the violent activities that surround them. The following are statistics JOI seeks to decrease:

- In 2010, there were a total of 2,416 gang related incidents involving 2,528 documented gang members according to the Austin Police Department
- In 2011, the Texas Legislature cut funding for programs designed to reduce drop-outs in an effort to balance the state budget
- The Austin Independent School District graduation rate for 2011 was 78% which is an improvement, but hundreds of kids are still dropping out of our schools
- According to the Bureau of Justice Statistics 696 Texans died while being arrested from 2003 -2009, of these 61% were homicides by police officers
- A high school dropout will likely make about \$7,000 less than a graduate with no college, a gap likely to remain or widen over time
- African Americans were 8% of the 2010 population in Travis County, but made up 23% of those arrested by police officers according to the Travis County Criminal Justice Planning Department

### **Conclusions:**

JOI can help the community by providing:

- An outlet for youth to learn positive ways to make a difference in their community
- Entertainment as a platform to draw people in to learn about various community causes
- A neutral stage where the Austin community, government officials, and law enforcement can discuss solutions to problems in the community
- A conversation to drive the community to action in combating Austin's drop out rates and violent crime

## **JUMP ON IT, Non Profit Umbrella:**

### **Creating Your Future, 501(C)(3)**

Non Profit Number: 26-3833640

Creating Your Future is a non-profit entity that seeks to provide opportunities for youth that would not otherwise be available, achieved through providing monetary scholarships to educational and vocational institutions, such as: tutoring help for at-risk youth, educational assistance for displaced children, character building programs and other establishments that provide services to enhance the success of our children to create a better future for us all.

#### **AGENCY HISTORY:**

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By participating in the event, youth learn several business aspects including project management, business operations, artist liaison, financial planning, all facets of event planning, and production. Youth also learn how to uplift their community through positive activities. The Concert series event also services local businesses, providing them the opportunity to gain exposure and market products to large crowds.

#### **MISSION STATEMENT:**

JUMP ON IT seeks to empower disadvantaged and at-risk youth, families, and communities to build a better future achieved through encouraging youth and families to lead healthy and productive lives and to return to the community to invest their skills, knowledge, and expertise to help others succeed.

## **WHO IS "AT RISK"?**

Is it the child or adolescent? Is it the family? Or is it the community?

In essence, children themselves are at-risk in direct correlation to the environment in which they develop.

Families are the most critical setting for the development of a child, and the following risk factors have been found to undermine children's development:

- Poverty,
- Single parenthood, and
- Low parental education levels

Additionally; communities, neighborhoods, and schools that are supported by a low-income population, high crime rates and low high school graduation rates could be viewed as a place that puts children and adolescents at risk of poor outcomes.

## **WHAT ABOUT PROTECTIVE FACTORS?**

Even though some children, families, and communities face multiple risks, most also will have protective factors.

JUMP ON IT partners and facilitates the dissemination of information from those protecting entities.

Ongoing positive relationships with other adults represent another critical protective factor, such as community organizing led by youth and supported by community leaders.

## **AN AT-RISK CHILD, FAMILY, AND COMMUNITY:**

There has been growing interest in community-based efforts that help to educate and direct at-risk youth and families to a variety of helpful services.

Research shows that at-risk youth struggle with complex issues and scenarios that are brought on by peers, mentors, family members, and difficult social environments. Children who have trouble coping with the stresses of life are

more likely to abuse drugs and alcohol, engage in criminal activity, are sexually promiscuous, and attempt suicide. Many of these at-risk behaviors result in children running away from home, locked up in detention centers or living on the streets.

Over the past decade, more and more NEEDED attention has been given to the issues associated with "at-risk youth" including youth crime, violence, sex, substance abuse, poor academic performance, etc.

JUMP ON IT seeks to assist in disseminating the resources that will address these issues and decrease the effect of circumstances on the success of our youth, let's give our youth a chance to be all that they dream to be!

**PROJECT PLAN, DESCRIPTION & EXPECTED PROJECT OUTCOME:**

JUMP ON IT seeks to empower disadvantaged and at-risk youth, families, and communities to build a better future.

JUMP ON IT encourages youth and families to lead healthy and productive lives and to return to the community to invest their skills, knowledge, and expertise to help others succeed.

JUMP ON IT achieves these objectives through outreach awareness efforts coordinated at each concert series event and partnering with instrumental community leaders to initiate a presence that succeeds beyond the six weeks.

JUMP ON IT will also engage youth in at-risk and disadvantaged environments in meaningful service experiences, and volunteer work to strengthen positive youth connections with family, schools, and community (including faith based institutions).

**FOR IMMEDIATE RELEASE**

Media Contact:

Ashton Lynne Haywood

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**CONCERT SERIES JUMP ON IT TO RETURN THIS SUMMER**

*After 8 year hiatus, the event returns in hopes to bridge the gap between the Austin community, law enforcement, and public officials*

Austin, TX, **April 19, 2012** - The *Jump On It* Summer Concert Series will return this summer after increases in Austin's teen drop-out rates, drug and gang violence, and recent reoccurrences of police related deaths. The event is the largest outdoor urban concert series bringing out 8,000-10,000 people each week. Jump On It organizers use the platform to bring the community together through positive activities featuring live entertainment and a platform for community forums.

"We need to bring the community back together and collectively figure out a way to bridge the gap between the community and law enforcement," says Breanna Colvin, the newly acquired Event Manager.

This year the event will include musical acts, vendors, voter registration, HIV testing, job fairs and more. Specific details regarding the event will be announced soon. The concert organizers are currently in need of sponsors, donations (monetary and product), volunteers, vendors, and music acts to participate in the event. This will not happen without the people's support and unwavering want to see things change for the better!

"In the past Jump On It has curved the teen crime rate by 48% and has been proven to be successful at bringing the community together in record breaking numbers. It is now time to take a stand once again and not let our youth of today fall by the waste side says Charles "Nook" Byrd, founder and director of Jump On It.

For media, sponsorship, vendor, and entertainment inquiries, please contact Ashton Lynne Haywood at [512.461.3389](tel:512.461.3389) or [joiconcerts@gmail.com](mailto:joiconcerts@gmail.com).

**About Jump On It**

The Jump On It Summer Concert Series aims to bring the entire Austin community together through entertainment. The weekly events are directly geared toward at-risk youth, but people of all ages, ethnic, and economic backgrounds also attend. The entire operation is designed, operated, and maintained by community youth and young adults. By participating in the event, youth learn several business aspects including project management, business operations, artist liaison, financial planning, all facets of event planning, and production. Youth also learn how to uplift their community through positive activities. The event also provides local businesses the opportunity to gain exposure and market products to large crowds.

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