



SPOTLIGHT ON FLIP DUNK SPORTS



Flip Dunk Sports
owners Lori Price and
Malarie Woolf

CO-OWNERS CREATE KID-FRIENDLY FUN FOR ALL AGES

It was a friendship that started slowly, but grew to a surprisingly strong connection. Best friends, business partners and Flip Dunk Sports co-owners Lori Price and Malarie Woolf forged a successful business based on a void in the market they experienced as working moms.

Flip Dunk Sports is 20,000 square feet of absolute fun. It's a trampoline park with gymnastics, dance, cheer, ninja, plus a kid-friendly party place all rolled into one.

HOW IT STARTED

It was a blending of friendship, interests, opportunity and individual talents that brought this team together to launch their business nearly seven years ago. Lori and Malarie became acquainted while watching their children complete their four-plus hour gymnastic classes.

"I wanted to create a place where kids could do as much or as little as they wanted," said Malarie, a former ASU cheerleader. "Where they could choose to commit 20 hours a week for competitive gymnastics training, or just do recreational gymnastics and still have time to do something else like dance, homework, or have family time." That type of facility was not available.

UNIQUE MODEL SPELLS SUCCESS

Malarie and her husband Bob – who happens to be the Phoenix Suns' gorilla and a former ASU gymnast – created a business plan to include a trampoline park with a gymnastic center.

"We loved it," said Lori. "We were so impressed with Malarie and Bob's business plan that we asked if they were looking for partners." And so together with Malarie's sister Lanna and husband John, they created Phoenix's first trampoline park with a gymnastics model, adding cheer, dance, fitness, parties, day camps, and other activities along the way. And the name? You guessed it ... the Gorilla's signature move, the flip dunk!

EXCELLING IN THEIR OWNERSHIP ROLES

Malarie runs Flip Dunk's operations side of the business and coaches its competitive gymnastic teams. Lori handles the marketing, employee training and is Camp Director. Lori's husband Garth oversees the financial aspects of the business and Gorilla Bob maintains the trampolines and ensures all are up to code.

The unique model the owners developed has been a large part of their success. High quality coaches, low student-to-instructor ratios, and well supervised activities keep Flip Dunk ahead of the competition. "There's literally something for everyone," said Lori. "There's no age limit!"

Community involvement is also important to the owners. "We feel we're part of this community," said Lori. "We've been able to give back to the community by hosting fundraisers and giving back to schools." Reflecting on one such fundraiser for a terminally ill child, the owners were moved by seeing what it meant to the family and the outpouring of support that the family received. "It's neat to be the place where it happens," said Malarie.

LOCAL SUPPORT IMPORTANT

Republic Bank of Arizona has been Flip Dunk's bank since it started. "What's most important to me is the personal service we receive," said Malarie. "I can call them and they know who I am and exactly what I need, and I appreciate the fact that they support local businesses like ours."

"Flip Dunk is a valuable part of the small business community," said RBAZ CEO Ralph Tapscott. "It's a great place for kids to stay active and have fun while learning the skills they want to learn. Malarie and Lori have built a wonderful facility – I actually know this first hand as my wife and I have taken a trampoline fitness class there – and RBAZ is grateful to be a part of their continued success."

