



## FUN BUSINESS CASE STUDY

ENTREPRENEURIAL MOM OF YOUNG KIDS SEES HER PLAY SPACE AND ARCADE DRAW FAMILIES FROM “ALL OVER THE PLACE” WITH FUNFULL

### BACKGROUND

Cabin Fever is a 8,000-square-foot indoor playground structure that includes obstacles courses, ball blasters, slides, swings, and more. It also has a full arcade with prize redemption and a café serving a variety of light fare. As owner Jessica LaPerch put it, “There’s something for everyone of all ages.”

The business – which recently passed the five-year mark – was conceived by this mother of two young girls who found very few fun places for her kids within a 45-minute drive of their home.

### PARTNERING

Jess decided to partner with Funfull while facing the challenges of doing business during Covid. “We were like, this is a great opportunity for other people to learn about us,” said this owner/operator with a built-in focus group for her fun business.

### RESULT

In addition to drawing new families from their local area, Cabin Fever’s partnership with Funfull has attracted families from several nearby counties. Or, as Jess put it, “All those lower counties we normally don’t pull business from.”

**“We see people from all over the place now.”**  
– Jessica LaPerch, Owner, Cabin Fever

And what about repeat business? “I have a lot of new customers that have become repeat customers. They learned about us, they came in, (and) they loved it.”

Jess added, “Then they go and tell their friends about it. Word-of-mouth has really grown with Funfull.”

As for Funfull’s impact on café and arcade revenue, Jess said, “They come in and they’re more likely to order pizza and a Coke – and give the kids \$10 for the arcade. (Our) arcade sales are better than ever with the Funfull check-ins.” According to Jess, Funfull has also increased birthday party revenues.

**Funfull 2022–2023 (YTD) Performance**  
**4,658 Funfull Check-ins**  
**\$57,187 Funfull Payout**

### TEAMING

Jess is thrilled to be teaming up with other fun businesses in her area. “Essentially, they’re our competitors, but we don’t see it that way. We see it more as a partnership. There’s plenty of fun to go around for everybody.”

### ABOUT FUNFULL

Founded by a creator of successful fun businesses, Funfull gives families access to hundreds of fun businesses under one affordable membership and generously shares its revenue with partners, to ensure that everyone wins.

### TAKE THE NEXT STEP

Find out more about becoming a Funfull partner at absolutely no cost. Go to [funfull.com/partner](https://funfull.com/partner) and schedule a free Funfull Discovery Call for partners or apply to join Funfull’s Revenue-Sharing Program. You may also phone us at (888) FUNFULL or email us at [info@funfull.partners](mailto:info@funfull.partners).

