

BusinessWeek

Small Biz

HOW TO BRING IN A PARTNER WEB DESIGN

MY OFFICE

The Ride Of His Life

AS TOLD TO AMY S. CHOI

“When my wife and I bought this company in 2004, it was on its last legs. We started to sell to small businesses such as pediatricians, car dealerships, and restaurants that wanted to appeal to kids, and customized the rides by putting logos on them or painting them. One restaurant owner wanted a horse ride that looked like his real horse, Sugar. So he sent us a picture and we painted it to resemble Sugar. Sometimes, the ride is not for a business at all. We had one customer whose wife loved dolphins, so he got her a dolphin ride. Another buyer wanted a jackass for a co-worker’s 40th birthday, so he bought a donkey ride and left it in his office. You just never know why someone is going to call and want a kiddie ride.”

—DAMON CARSON, Denver

KIDDIE RIDES USA

WHO: Damon Carson

WHAT: Restoring and selling coin-operated kids’ rides.

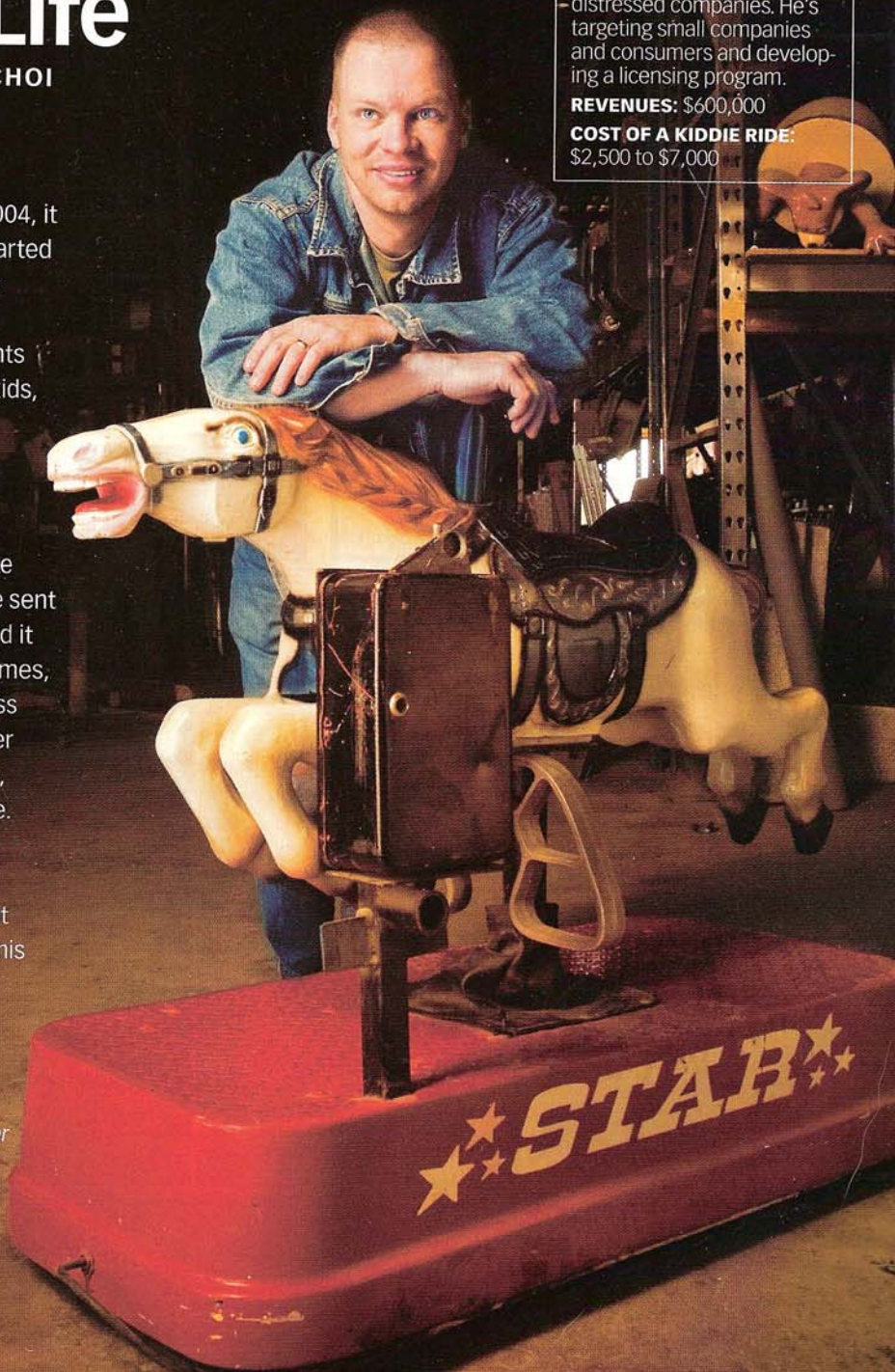
WHERE: Denver

EMPLOYEES: 3

HOW HE DID IT: Carson came across Kiddie Rides while browsing the Web for distressed companies. He’s targeting small companies and consumers and developing a licensing program.

REVENUES: \$600,000

COST OF A KIDDIE RIDE: \$2,500 to \$7,000



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CARSON: Let’s
customize that
dolphin or jackass

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