



Transforming and Growing Businesses

Kidz Kastle Finding Success with the SBDC

Kidz Kastle began with John and Kristine Weeden, a loving couple with a vision to start a business centered on family values. The Weedens started out by attending an RISBDC business planning class, a program designed to help them develop a customized business plan. Utilizing RISBDC counseling services and technical assistance provided by Regional Director Ardena Lee –Fleming, and SBDC consultant, Robert Brown, they were able to complete their loan packaging start-up process and develop their employee policies and procedures. After a year of hard work and dedication,



Christine, a former state licensed home care provider, and John, a consumer loan officer at Sovereign Bank, saw their business idea flourish using a business model that was soon to become RI's premier indoor play center.

Recently celebrating their first anniversary on June 12, 2009, Kidz Kastle has established itself as Rhode Island's premier indoor play center. The unique facility offers interactive play and diverse services for children ages 1 through 10. Kids Kastle allows children to be creative, use their imaginations, express themselves, and communicate and learn through play. Kidz Kastle offers an Indoor Playground, Sport Court, Performing Arts stage, Mini Movie theatre and so much more.

Despite limited advertising with an opening commercial on Cox Cable and a small ad in the Kids Directory, John and Kristine have been very pleased with the public's reception, and business has remained steady during their first year.

Some of their biggest obstacles included finding the right employees, scheduling hours to meet customers' needs, and cutting through red tape with regulatory agencies. The Weedens feel their Brand is reinforced through word of mouth referrals and

birthday partyguests who experience the kid-friendly atmosphere at Kidz Kastle. They have seen firsthand the "joy exhibited by parents engaged in play with their children." To ensure repeat customers, the Weedens emphasize consistent excellent customer service and a clean safe environment for them and their children.

While taking great pride in creating a future establishment for their children, Kidz Kastle's short-term goals include growing the business, paying down expenses, increasing gross profits, documenting processes and forming an Advisory Board. Long-term, they will consider franchising the business.

Kids Kastle is open from 10am- 5pm Tuesday through Thursday, 10am-8pm on Friday and Saturday, and Sunday from 9am -12pm for birthday parties... Kidz Kastle is currently booked through December 2009 for birthday parties.

For more information, call 401-921-5911 or visit their website at www.kidskastleri.com.



"Christine & John Weeden credit the RI Small Business Development Center as well as their business customers with inspiring them to succeed as small business owners and operators."