



**CITY OF NOVI CITY COUNCIL  
JANUARY 24, 2022**

**SUBJECT:** Approval of request to transfer membership in Full Throttle Adrenaline Park-Novi, LLC from Aaron Banfield to Full Throttle Adrenaline Parks, LLC (an Ohio Limited Liability Company), whose membership is Anthony Eckrich, Philip Lewis, D. Kenton Noran and Aaron Banfield in conjunction with 2021 Class C licensed company with Sunday Sales Permit (PM), Direct Connection-1, Participation Permit with JD Racing Indoor Karting, LLC and 2 Bars, located at 44225 W. 12 Mile Road, Ste. C-118, Novi, MI 48377, Oakland County.

**SUBMITTING DEPARTMENT:** City Clerk

**BACKGROUND INFORMATION:**

In August 2021, Council approved a request to transfer ownership of a 2021 Class C licensed business from JD Racing Indoor Karting, LLC to Full Throttle Adrenaline Park-Novi, LLC. This is a request to transfer membership in Full Throttle Adrenaline Park-Novi, LLC from Aaron Banfield to Full Throttle Adrenaline Parks, LLC whose membership is Anthony Eckrich, Philip Lewis and D. Kenton Noran and Aaron Banfield.

The general licensing policy as stated in Chapter 3 of the City Code states, at Section 3-13, that an applicant must demonstrate in particular that the proposed facility:

- (a) Will provide a service, product, or function that is not presently available within the city or that would be unique to the city or to an identifiable area within the city.
- (b) Is of a character that will foster or generate economic development or growth within the city, or an identifiable area of the city, in a manner consistent with the city's policies.
- (c) Represents an added financial investment on the part of a long-term business or resident with recognized ties to the city and the local community.

More specific review criteria are set forth at subsection 3-15(g), and in addition to the general information regarding the applicant and the facility or building at issue, they require a review of the benefits to the community of the proposed use:

- (3) Benefits to community:
- a. The effects that the issuance of a license would have upon the economic development of the city or the surrounding area.
  - b. The effects that the issuance of a license would have on the health, welfare, and safety of the general public.
  - c. Whether the applicant has demonstrated a public need or convenience for the issuance of the liquor license for the business facility at the location proposed, taking into consideration the following, together with other factors deemed relevant by the council:
    1. The total number of licenses for similar establishments and/or operations in the city, considered both in terms of whether such number of similar establishments is needed and whether there may be a need for other types of establishments that could go unmet if the requested license were granted.
    2. The proximity of the establishment to other licensed liquor establishments, the type of such establishments, whether such other establishments are similar to that proposed, and the anticipated impact of all such determinations.
    3. Whether the proposed location is in an area characterized as developed, redeveloping, or undeveloped, and the anticipated impact of approving the newly proposed establishment in light of such character, taking into consideration the need for any type of additional licensed establishment in the area, and the need the particular type of establishment proposed.
    4. The uniqueness of the proposed facility when contrasted against other existing or proposed facilities, and the compatibility of the proposed facility to surrounding architecture and land use.
    5. The permanence of the establishment in the community, as evidenced by the prior or proposed contributions to the city or community by the applicant or business, and the extent to which the issuance of the license will assist in the further investment of the applicant or business in the city or the community.
    6. The character and extent of investment in improvements to the building, premises, and general area.

**RECOMMENDED ACTION:**

Approval of request to transfer membership in Full Throttle Adrenaline Park-Nov, LLC from Aaron Banfield to Full Throttle Adrenaline Parks, LLC (an Ohio Limited Liability Company) whose membership is Anthony Eckrich, Philip Lewis, D. Kenton Noran and Aaron Banfield in conjunction with 2021 Class C licensed company with Sunday Sales Permit (PM), Direct Connection-1, Participation Permit with JD Racing Indoor Karting, LLC and 2 Bars, located at 44225 W. 12 Mile Road, Ste. C-118, Novi, MI 48377, Oakland County.

# MEMORANDUM



**TO:** DAWN SPAULDING, DEPUTY CITY CLERK  
**FROM:** DAVID E. MOLLOY  
DIRECTOR OF PUBLIC SAFETY / CHIEF OF POLICE  
**INITIATED BY:** ERIC LINDBLADE, DETECTIVE *EL*  
**SUBJECT:** UPDATDED OWNERSHIP FOR FULL THROTTLE  
ADRENALINE PARK LLC  
**DATE:** JANUARY 06, 2022

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## Liquor License Request:

In August 2021, Full Throttle Adrenaline Park LLC, requested to transfer ownership of a 2021 Class C licensed business from JD Racing, 44225 W. 12 Mile Road, Novi, Michigan 48377. This memo is to update the ownership of Full Throttle Adrenaline Park LLC.

## Applicant/Background Information:

Aaron Banfield will be joined by Philip Lewis, Anthony Eckrich, and David Noran as the owners of Full Throttle Adrenaline Park LLC.

## Criminal History/Police Contacts:

Lewis, Eckrich and Noran no criminal history. Eckrich has CLEMIS contacts but nothing of concern. Lewis and Noran have no CLEMIS contacts. ICHAT was run and returned with no record for each owner.

## Civil History:

In 1994, Eckrich had a lien/judgement against his business in Indiana with the creditor being the State of Indiana. Eckrich paid \$3,104 and the case was closed. In 2000, Eckrich's business had an UCC filing against him to where the Secretary of State (MI) UCC Division used his businesses equipment, fixtures, and inventory as collateral. This case was then closed.

Lewis and Noran do not have any civil history according to Accurint.

## Oakland County Treasurer's Office

Previous contact was made with the Oakland County Treasurer's Office and there are no prior delinquent taxes at this location.

## Michigan Liquor Control Commission (MLCC):

There are no active violations.

**REVIEWED**  
*Erick W. Zinser*  
01-06-2022  
Erick W. Zinser  
Assistant Chief of Police

Financial Review by the City of Novi Finance Department:

Based upon the financial data provided by the applicants, no issues were found to prevent the liquor license application process from proceeding. The business will be purchased for \$750,000 which will be paid in 60 equal installments of \$15,207.30 beginning on February 1, 2021.

Summary:

Based on the information provided and the subsequent liquor investigation, I find no reason to deny the new applicant's request. This request requires the approval of the Novi City Council.

C: Peter Auger, City Manager





January 6, 2022

**CITY COUNCIL**

**Mayor**  
Bob Gatt

**Mayor Pro Tem**  
Dave Staudt

Laura Marie Casey

Hugh Crawford

Justin Fischer

Brian Smith

Ericka Thomas

**City Manager**  
Peter E. Auger

**City Clerk**  
Cortney Hanson

TO: Cortney Hanson, City Clerk

FROM: Acting Fire Marshal – Mike Olando

SUBJECT: Transfer of Liquor Business License –

A fire inspection has been conducted at the above business located at 44225 Twelve Mile #C-118, Novi MI 48377 and the business has been found to be in compliance with the adopted fire prevention code. Transfer of the Liquor License for 2021 is recommended.

A handwritten signature in black ink, appearing to read 'M Olando'.

Mike Olando  
Acting Fire Marshal

**City of Novi**  
45175 Ten Mile Road  
Novi, Michigan 48375  
248.347.0460  
248.347.0577 fax

[cityofnovi.org](http://cityofnovi.org)

# MEMORANDUM



**TO:** Dawn Spaulding, Deputy City Clerk  
**FROM:** Charles Boulard, Director of CD *CB*  
**SUBJECT:** LIQUOR LICENSE TRANSFER- FULL THROTTLE  
**DATE:** 01/11/22

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The property located at **44225 TWELVE MILE RD C118** has received a Special Inspection permit (**PSI21-0062**) for the purpose of:

- Auctions
- Liquor license
- Arcade license
- Massage license
- Outdoor gathering
- Outdoor seating
- Other: \_\_\_\_\_

The Community Development Department has the following recommendation:

- Approved
- Approved with conditions (listed below)
- Not approved

Conditions:

If you have any questions, do not hesitate to contact me at (248) 347-0423.

Thank you!



July 6, 2021

City of Novi  
Deputy City Clerk - Dawn Spalding  
45175 Ten Mile Rd.  
Novi, MI

RE: JD Racing Liquor License Transfer

Dear Ms. Spalding,

We've been in contact re: the filing of the transfer paperwork to city of Novi and I appreciate your guidance thus far. Today, I was able to get with Novi PD and finger print Aaron Banfield, owner of Full Throttle Adrenaline Park Novi LLC, who lives in Cincinnati area.

Full Throttle Adrenaline Park Novi is the new owner of JD Racing indoor karting that is located within the 12 Mile Crossing Shopping area located on the Southwest side of 12 mile rd/Donelson rd. We are excited to offer our "Safety – Service – Success" level of business style within the city of Novi & Oakland county Community.

Since Opening under the Full Throttle brand name on 1.7.2021, the tenant space has received new Full Throttle brand signage (large sign request granted by ZBA 3.9.21) and installed early June this year. All other elements of the facility regarding walls, interior space, electrical, and mechanical have remained the same.

The purpose of this letter is to address concerns and expectations of the city of Novi, as well as submit all the necessary answers to the Questionnaires A-B-C respectively, which are provided in the following pages. If any notes or documentations need further due diligence, Please let me know what to supply or any further required information needed in this license transfer process.

Regards,

A handwritten signature in black ink that reads "Tony Eckrich". The signature is fluid and cursive, with a long horizontal line extending from the end.

Tony Eckrich  
Director of Growth-Real Estate  
Full Throttle Adrenaline Parks



In the midst of covid 19, late summer of 2020, Aaron Banfield owner of Full Throttle Adrenaline Park of Cincinnati began discussions with JD Racing indoor karting owners about possibly purchasing the indoor karting facility that opened in 2012. Prior owners were considering selling the assets of their indoor facility, as they are going to develop-operate an outdoor track in Howell, MI which supports faster speeds for auto racing and continue to pursue their passion in the motorsports industry. The JD Racing name will stay with the sellers as part of the purchase agreement and agreed to transfer the existing license to buyers, once approved by State / Local government.

Licensing Policy:

**A)**

Full Throttle Adrenaline Park (FTAP) felt confident purchasing the track and related assets of JD Racing indoor karting (JDR) because of the economic stability of the Oakland county area and specifically the geographic location that Novi offers.

Safety – Service – Success is our corporate philosophy at Full Throttle.

Our team of trained track coaches, customer service representatives, shift managers, area managers and operations managers have transitioned well at the facility and actively engage with guests to ensure they have a 5 star visit to our facility. The facility had a 4.3 star google rating and we are actively working to boost that up to at least 4.7 stars.....and that is a lot of work. This industry has its challenges and our operational procedures help the staff achieve higher standards than our competitors, and we look forward to continue and improve, all guests' experience to facility.

Our services cater primarily to the entertainment industry, yet we also provide meeting / event space for gatherings of up to 200 guests + or minus. *The unique service* of indoor go karting has been provided by JD Racing since 2012. Full Throttle has 8 years of experience in the karting industry (Cincinnati) and has already added a 4 Player, Halogate Virtual Reality system in the tenant space to increase attractions for guests, and is actively improving the go kart equipment that was showing age as well as minor improvements to décor and interior branding.

The facility looked great when purchased and we will continue the high standards of what JD Racing has passed on to us at Full Throttle. FTAP looks forward to provide unique attractions that compliment the 12 mile crossing shopping area and the city of Novi and beyond.

**B)**

Owner Aaron Banfield, established his original concept for indoor karting within 46,000 sq. ft located in commercial retail space in 2011-Cincinnati, OH and now occupies over 120,000 sq. ft and includes multiple attractions such as Paintball, Karting, Video Axe Throwing lanes and Rage Rooms along with Bar/snack bar services. Mr. Banfield also acquired a second karting facility in Florence, KY in 2017, which offers the same exciting attractions as Cincinnati, with the exception of paintball.

Working towards a consistent, common goal of business ethics within the community of Novi and Oakland County, Aaron Banfield will bring the same focus and attention to growing the business





internally and externally. He has a demonstrated commitment to innovation and success over nearly 10 years in the entertainment industry.

**Adrenaline Pass:**

Aaron, during covid summer 2020 had the audacity to charge \$50 for a 2 hour visit to the Cincinnati Full Throttle location AND control the amount of guests in building. This was in order to stay within the maximum amount of people in building, per Ohio government "covid 19" requirements at the time. Many customers were used to paying nearly \$60 for 3 kart races. Now to include Axe throwing plus go karting for one flat price!?! The move has proven to be a winner. Novi currently includes karting and Virtual Reality in their "Adrenaline Pass" program.

Novi, MI-Cinci,OH-Florence,KY all offer the 2 hour "Adrenaline Pass" program, which has increased revenues by 20%, and allows staff to provide better service to a smaller amount of overall people. "It just works better" says Ray Schulte operations manager at Novi facility. He addressed "online booking has really streamlined the check in process and guests like the 2 hour time block".

Novi has vast offerings now for the entertainment industry with the recent addition of I-Fly on the S. side of I-96.....Full Throttle is confident that we too will be among the elite attractions the city has to offer both citizens of Novi AND the people of S.E. Michigan and beyond.

C)

With any business decision....costs are expensive to build a business as well as acquire a business. Considering doing any of this during a pandemic? You may think it's crazy to take over and run a business in any industry. Opportunities within stable, growth oriented geographic markets do not fall off the tree. JD Racing was one of those opportunities in a great market.

Owner Aaron Banfield represents the style of owner that gets involved and gets things done. Investing in the acquisition of a business takes confidence and knowledge as well as money and time. All four of these elements are critical to getting things done, which goes to show what Banfield will do to continue feeding his desire to succeed. The representatives of Full Throttle Novi who live locally, will likely be the ones more engaged with local chamber of commerce programs or participating in city events. Yet Mr. Banfield always is on site for any civic programs that lend themselves to network, meet and build relations with local officials.

With investments such as Virtual Reality units costing over \$50,000....FTAP is committed to growing it's footprint of services over the years to come.

I hope this helps learn more about Aaron Banfield and the success he has experienced with the Full Throttle brand.



**Answers to Questionnaire A-B**

**5. \*Site Plan**

Please Reference site plan, approved 2012 city records showing this tenant space among 12 Mile Crossing shops. Unit C-118

**6. \*Building Façade Plan**

There are no changes to the previously approved site plan.  
New Large Sign request has been granted 3.9.21-ZBA and city records reflect the approval.  
Approved sign request layout attached.  
Please Reference Bldg Façade plan, approved 2012 city records showing this tenant space among 12 Mile Crossing shops.

**7. \*Interior Plan with seating arrangement**

There are no changes to “previously filed seating arrangement” in this request to transfer license from JD Racing to Full Throttle Adrenaline Park Novi LLC.

**8. One full copy of the menu.**

Menu is complete. Chips, candy, soda, ( Catering = JETS Pizza, Buddys Pizza, Holiday Market)

**9. Administrative Special Land Use (-see below).**

10. Provide any other information pertinent to the applicant and operation of the proposed facility that may be required by the Novi Alcoholic Liquor Ordinance, Article II.

**Full Throttle Adrenaline Park Novi LLC is an exciting facility to visit and enjoy indoor karting 12 months out of the year. Our motorsports themed facility is an attraction that bring customers typically 10-20 miles away, yet many come from over 30 miles and even Canada / Ohio. The uniqueness of what we offer is not easily done. Its not easy to start up a kart track due to high cost of capital needed to get open. Our network of vendors, insurers and kart manufactures are of high standards to help us achieve our mission of SAFETY SERVICE SUCCESS!**

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Administrative Special Land Use:

**Existing Facility – Not New establishment. JD Racing has records on file at city offices, from initial city approval granted.**

Questionnaire A – Applicant Cover Information and Procedures for Liquor License



The Novi City Council will consider whether an applicant's proposal for a liquor license is reasonable when measured against the information contained within this completed application. Please answer each question thoroughly. All answers should be typed or printed legibly and neatly in black ink. If the space provided is insufficient for a complete answer, use additional sheets of paper, following the same format used in the questionnaire and attach to that part of the application. Failure to provide all required information or attachments could result in delay or denial of liquor license. All liquor license applications are subject to final approval by the Novi City Council. Please refer to Novi Alcoholic Liquor Ordinance, Articles I-II.

1(a). Applicant's personal information

Name: **Aaron Banfield**  
Address:  
Phone:

: 1(b). Business location information:

Name: **Full Throttle Adrenaline Park Novi LLC\_**  
Address: **44225 W. 12 Mile Rd. C-118 Novi, MI 48377**  
Phone: **248.773.8777**

2. Type of liquor license applying for (circle all those that apply):

**Class C**

Theme of Proposed Business:

**Indoor Adrenaline Park offering indoor go karting, virtual reality, café & bar.**

3. Street address and legal description of the property where liquor license is to be located:

**44225 W. 12 Mile Rd. C-118 Novi, MI 48377**

Legal Description:

**Please see previously filed records for same tenant space – JDRacing.  
44225 W. 12 Mile Rd. Suite C 118 Novi, MI 48377**

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**Questionnaire B – Administrative Background Information for Liquor License**

1. What is the applicant's management experience in the alcohol/liquor business?

**Aaron Banfield currently is owner of 2 liquor licenses in 2 states.  
(Cincinnati, OH & Florence, KY) operating the same style of Entertainment facilities based on indoor go karting, and also offer Axe Throwing, Virtual Reality, Event Space and Bar services for both public customers and group event clientele.**





2. What is the applicant's general business management experience?

**Applicant Aaron Banfield has 10 years of experience in owning, operating a 120,000 sq. ft center in Cincinnati, opened 2011 and owns/operates another facility 56,000 sq. ft. that was acquired in 2017. He has designed the indoor entertainment park concept focused on Adrenaline based activities. Go karting. Axe Throwing. Paintball. Virtual Reality. Bar & catering services.**

3. What is the applicant's general business reputation?

**Mr. Banfield has an excellent reputation among the two cities that Full Throttle Adrenaline Park operates within. Florence, KY and Cincinnati, OH.  
Long standing member of associations such as Chambers of Commerce and the elite Executive level Vistage Group.  
He is also President of the Ohio Valley Karting association based in the SW Ohio valley.**

4. What is the applicant's financial status and ability to build and/or operate the proposed facility on which the proposed liquor license is to be located?

**Mr. Banfield's proven track record of building the original Cincinnati operation from its initial 56,000 sq. ft... to its current size of 120,000 sq. ft offering 5 separate activities, plus bar, within its' tenant space.**

**Acquiring the Florence Karting facility that was financially struggling and has turned it around to profitability.**

**Positive cash flowing operations pre covid-post covid, and all facilities have weathered the covid storm with available PPP Funding by government.**

**His financial status and ability to maintain and grow businesses have been documented / demonstrated and has now led him to his 3<sup>rd</sup> facility - the Michigan based karting/entertainment facility formerly known as JD Racing here in Novi, MI .....will be Full Throttle Adrenaline Park Novi LLC.**

5. What are the applicant's past criminal convictions involving moral turpitude, violence or alcoholic liquors?

**No criminal convictions nor immoral activities relating to his behavior or any liquor violations.**

6. Does the applicant use alcoholic beverages to excess?

**No, the applicant does not use alcoholic beverages in any excessive manner.**

7. What is the effect that the issuance of a license would have upon the economic development of the surrounding area?

**Since the seller JD Racing already offered alcohol services for events and day to day guests at**





the facility. We see no adverse effect, and we'll continue to focus on our Safety Service Success philosophy.

8. What effect would the issuance of a license have on the health, welfare and safety of the general public?

**We at Full Throttle Adrenaline Park Novi LLC will continue the professional operation of this indoor karting and event facility and foresee no effectual change to local health, welfare nor compromise to the safety of general public.**

9. Has the applicant received responses from the Police Department, Building Department and/or Fire Department with regard to the proposed facility?

**During our recent Ribbon Cutting ceremony 6.25.21, with Novi Chamber of Commerce we had the pleasure to personally speak with City Police Chief David Molloy, City Fire Marshal Kevin Pierce as well as Mike McCready and Victor Cardenas with City of Novi about our interest/efforts to seek liquor license transfer approval, and they were positive to our conversation.**

**We are happy to further discuss any issues with any local officials in this request to transfer process.**

10. What is the public need or convenience for issuance of a liquor license for this facility at the proposed location?

**To continue the professional services to both public patrons and group event clientele. The convenient benefit will be for personal enjoyment in responsible manner as adults in a professionally run entertainment facility.**

11. What is the uniqueness of the proposed facility when contrasted against other existing or proposed facilities and the compatibility of the proposed facility to surrounding architecture and land use?

**The unique services of our adrenaline based entertainment facility, speaks for itself. Electric Go karts that are specially designed for safety in public use setting. Uniquely, there are timing and scoring transponders onboard all go karts, so guests will know who's driving fast and who's not by live telemetry.**

**FTAP will compliment the other tenants within 12 Mile Crossing, that are adjacent to all things "Night life and entertainment already – Escape Rooms, Axe Throwing, Movies, Bars, Restaurants and shopping".**

**\*\* Our indoor concept separates us apart from other area entertainment choices.**



12. Does the facility to which the proposed liquor license is to be issued comply with the applicable building, plumbing, electrical and fire prevention codes and zoning statutes and ordinances applicable to the City of Novi? Has applicant received information from the appropriate departments?

**Yes. Certificate of Operation / related licenses in place, no facility changes are being made.**

13. What effect will the facility to which the proposed liquor license is to be issued have upon vehicular and pedestrian traffic in the area?

**There will no effect or change to the pedestrian traffic in the area, as the previous licensee has been operational since 2012.**

**We will continue to maintain a professionally operated entertainment facility in the same tenant space as JD Racing.**

14. What is the proximity of the proposed business facility to other similarly situated licensed liquor facilities?

**With our indoor karting concept that is unique in so many ways, we feel very comfortable in the immediate 12mile crossing shopping area, as it is positioned as an entertainment, dining and night life destination.**

**The Mall Developers have realized these entertainment or bar/restaurant and night life focused venues *will increase traffic* to the mall area.... Helping boost traffic usually trends towards success for all those involved in the Mall location. That's why we also want to be located in this shopping, entertainment district of Novi.**

15. What is the proximity of the proposed facility to complimentary uses such as office and commercial development?

**The Tenant space is practically within walking distance to local office space and certainly within 1-2 miles of Novi's most dense office space-retail space. Our owner has targeted the commercial area that Novi and specifically the 12 mile crossing shopping area that offers both access to office and residential clientele.**

16. What effect would the proposed facility have upon the surrounding neighborhood and/or business establishments, including impacts upon residential areas, church and school districts?

**FTAP has positive effects to the surrounding area and for those who live here. FTAP is the regional leader of indoor karting with multiple locations. Opportunities for fund raising events, social gatherings and business functions are what our Special Events team thrives on, to assist any event planner hoping their event lands in the "Winners Circle".**

**Our professional motorsports oriented facility is an attraction of its own.**



We do offer charitable giving programs that inspire good grades with our FREE RACE for students who get all "A's", and monthly donations to recognized local charities, churches, schools and unique fundraising events. FTAP is very much a community minded business and actively hires local staff to work at our facility.

17. What proposed or actual commitments are being made by the applicant to establish permanency in the community?

**First off, the sheer venture of purchasing a business is a feat in, and of itself that shows commitment. FTAP signed an assumption of lease document, as well as option to renew for another 10 years to continue lease through 2033**

18. What utilities are available to serve the facility?

**The tenant space is 9 years old and has all proper utility services including Electric Service, Natural Gas, Internet and city water.**

19. What other factors should the Novi City Council consider?

Full Throttle is excited to be part of the Novi community.  
We have a history of working with City and neighbors at our other facility to build stronger communities and increase commerce around us all.  
It is our goal of Safety Service & Success as we continue to deliver a great guest experience, grow our awareness in this region, bring more guest into Novi and spend their entertainment dollars here!!

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Related Documents  
On The Following pages





# CERTIFICATE OF OCCUPANCY

## OF21-0001

CITY OF NOVI  
OAKLAND COUNTY  
STATE OF MICHIGAN

Issued: 01/04/2021

**Owner/Occupant:**  
FULL THROTTLE ADRENALINE PARK  
66 SHORECREST CIRCLE  
GROSSE POINTE MI 48236

A Certificate of Occupancy is hereby granted for the building or structure located at:

**Address:** 44225 TWELVE MILE RD C118  
**Parcel Number:** 50-22-15-200-112  
**Subdivision:** TWELVE MILE CROSSING AT FOUNTAIN WALK  
**Lot/Unit #:** C118  
**Occupant:** FULL THROTTLE ADRENALINE PARK

This is to certify that this building/structure has been duly inspected and is acceptable for occupancy or use as stated below in accordance with the City of Novi Zoning Ordinance and Building Code, Chapter 8, Article II, Section 7-16 and other ordinances of the City of Novi Codes of Ordinance as enforced by the Building Inspector.

**Building Information:**

Use Group: **A-3**

Construction Type: **2A**

Occupant Load: **560**

Zoning District:

**Automatic Sprinkler System:**

Provided: **Y**

Required: **Y**

Portion of the structure for which certificate is issued:

**Permit Number:** PSI20-0080

**Work Description:**

SPECIAL INSPECTION FOR CHANGE OF OCCUPANCY;  
FULL THROTTLE ADRENALINE PARK NOVI LLC

The permits for this building/structure have been issued under the State of Michigan Construction Codes:

  
\_\_\_\_\_  
Building Official

It is specifically understood that this Certificate becomes null and void when secured through fraud or by reason of latent violations not ascertainable at the time of inspection or when changes in construction, installation, or occupancy are made without the Building Inspector(s) approval.

**Contractor:**



## Trackside Café Menu

Fountain Coca Cola Drinks – Self Serve

Coffee / Tea

Red Bull Energy Drink

Water

Gatorade

Ice Tea



Chips

Granola Bars

Candy Bars

Ice Cream

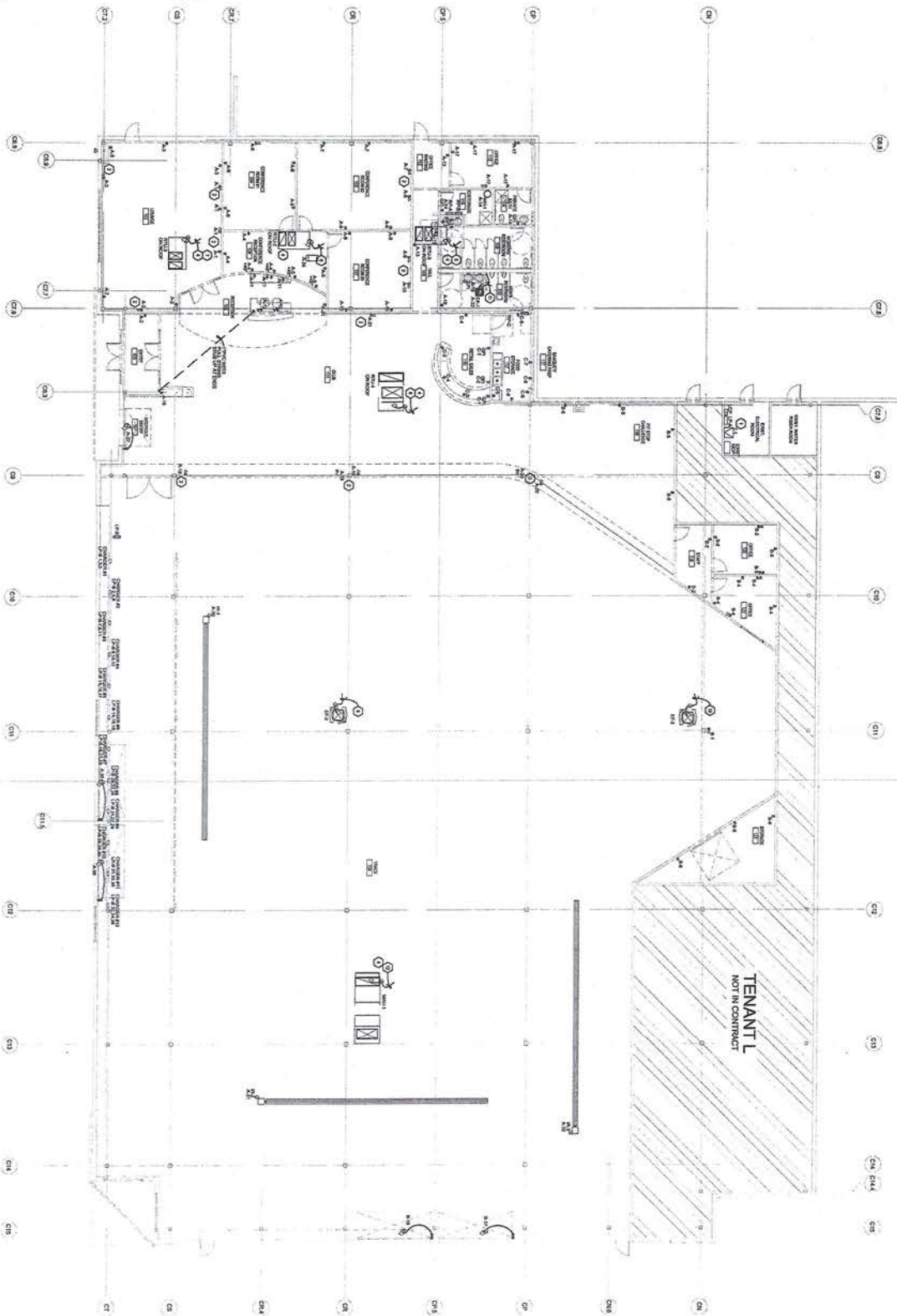


## CATERING MENU

Minimum Guest # may apply.

We Proudly feature Local Detroit area  
Catering to serve your event needs





**POWER GENERAL NOTES**

1. ALL ELECTRICAL SYMBOLS SHOWN ON THIS DRAWING ARE TO BE INSTALLED UNLESS OTHERWISE NOTED.
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**POWER REVISION NOTES**

1. REVISION 1: ALL ELECTRICAL SYMBOLS SHOWN ON THIS DRAWING ARE TO BE INSTALLED UNLESS OTHERWISE NOTED.
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10. REVISION 10: ALL ELECTRICAL SYMBOLS SHOWN ON THIS DRAWING ARE TO BE INSTALLED UNLESS OTHERWISE NOTED.

1 POWER PLAN  
E-102 2021.11.17

**Full Throttle Adrenaline Park**

44225 WEST 12 MILE RD SUITE C118, Novi, MI 48377

DATE	08.11.21
SCALE	AS SHOWN
DESIGNED BY	SA
CHECKED BY	SA
DATE	08.11.21
APPROVED BY	SA
PROJECT NO.	2021.11.17
SHEET NAME	ELECTRICAL
REVISION	1
DATE	08.11.21
BY	SA
APP. NO.	E-102

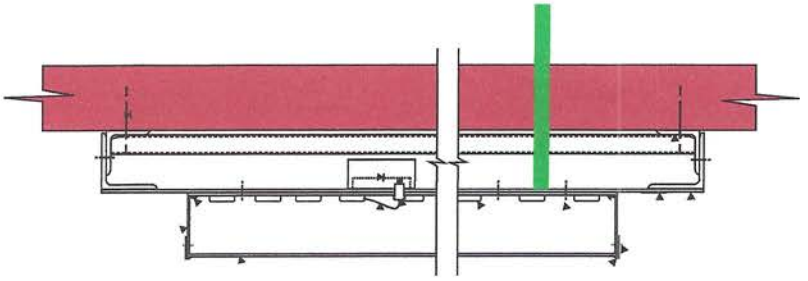
ISSUED	DATE
ISSUED	08.11.21
REVISION	08.12.21
REVISION	08.21.21

**S3**

IN THE CITY OF NOVI, MI, I HEREBY CERTIFY THAT I AM A LICENSED PROFESSIONAL ENGINEER AND I HAVE PREPARED THIS DRAWING IN ACCORDANCE WITH THE REQUIREMENTS OF THE ENGINEERING ACT OF 1978 AND THE RULES AND REGULATIONS OF THE BOARD OF ENGINEERING EXAMINERS OF THE STATE OF MICHIGAN.

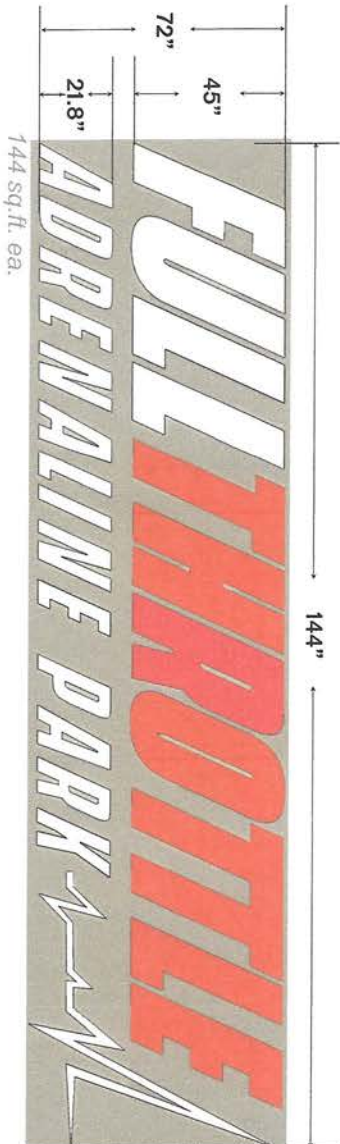
PROFESSIONAL ENGINEER  
NOVI, MI 48377





**VERTICAL  
SECTIONS**  
(TYP. THRU  
LETTER)

**POWER REQUIREMENTS**  
DEDICATED (1) 120V 20AMP SERVICE TO  
BACKSIDE OF WALL  
EST. 8A MAX LOAD ea. EST. 11 LBS PER LETTER



Two Sets of Internally  
Illuminated Channel Letters

**COLOR CODE**



Red Returns  
Red Truncap  
Red Faces  
White LEDS

**THROTTLE**

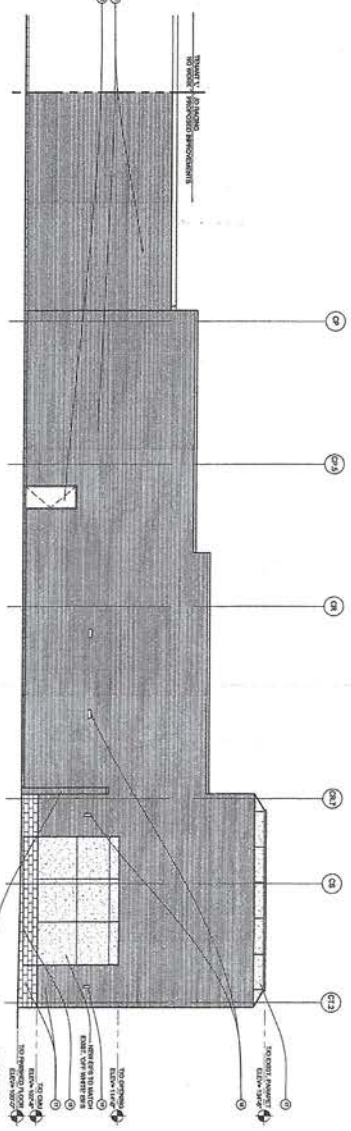
**FULL**

ADRENALINE PARK

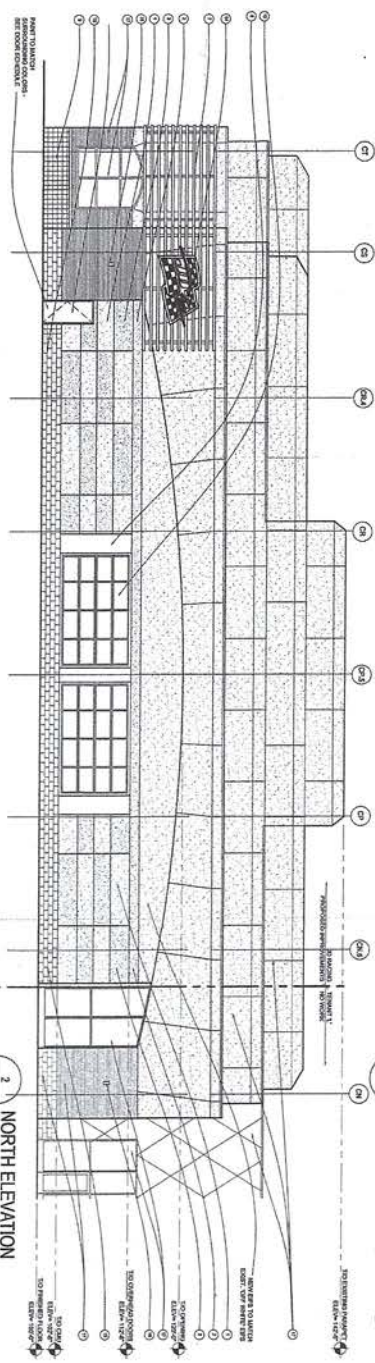




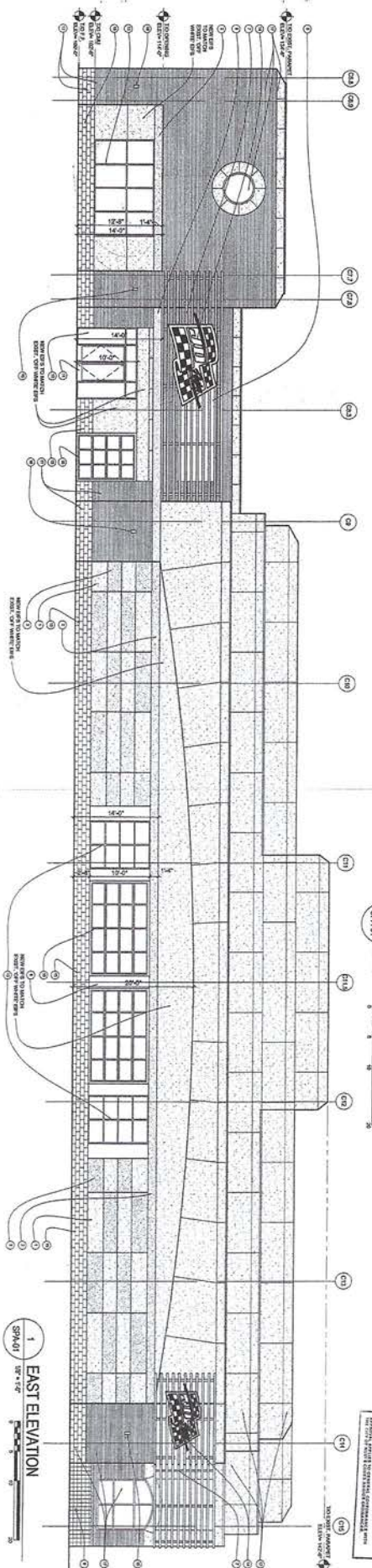
File Copy



3 SOUTH ELEVATION  
SP/A-01 1/8" = 1'-0"



2 NORTH ELEVATION  
SP/A-01 1/8" = 1'-0"



1 EAST ELEVATION  
SP/A-01 1/8" = 1'-0"

**MATERIAL PERCENTAGES**

FACE	AREA (SQ FT)	PERCENT
<b>EAST FACADE</b>		
EXISTING BRICK	1,000	42%
EXISTING SPAN FACED CHALK	100	1%
EXISTING STAINLESS STEEL	50	2%
EXISTING ALUMINUM	50	2%
NEW GLASS	1,000	42%
NEW METAL PANEL	100	4%
NEW METAL PANEL	100	4%
<b>NORTH FACADE</b>		
EXISTING BRICK	2,000	50%
EXISTING SPAN FACED CHALK	100	2%
EXISTING STAINLESS STEEL	50	1%
EXISTING ALUMINUM	50	1%
NEW GLASS	2,000	50%
NEW METAL PANEL	100	2%
NEW METAL PANEL	100	2%
<b>SOUTH FACADE</b>		
EXISTING BRICK	2,000	50%
EXISTING SPAN FACED CHALK	100	2%
EXISTING STAINLESS STEEL	50	1%
EXISTING ALUMINUM	50	1%
NEW GLASS	2,000	50%
NEW METAL PANEL	100	2%
NEW METAL PANEL	100	2%

- KEY NOTES**
1. REFER TO CITY OF NOVI SPECIFICATIONS
  2. REFER TO CITY OF NOVI SPECIFICATIONS
  3. REFER TO CITY OF NOVI SPECIFICATIONS
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  19. REFER TO CITY OF NOVI SPECIFICATIONS
  20. REFER TO CITY OF NOVI SPECIFICATIONS

**RECOMMENDED FOR APPROVAL**  
 CITY OF NOVI  
 PLAN REVIEW CENTER  
 FINAL APPROVAL  
 BY: [Signature]  
 DATE: [Date]

CITY COPY

**JD RACING INDOOR KARTING**  
 44225 West 12 Mile Road Suite C118, Novi, MI 48377

ISSUED DATE

ISSUED	DATE
SP/A-01	05/04/10
SP/A-01	05/13/10

DATE

DATE	05/04/10
DATE	05/13/10

S3







Dec. 22, 2021

City of Novi

Deputy City Clerk - Dawn Spalding

45175 Ten Mile Rd.

Novi, MI

RE: Adding Partners on Full Throttle Liq. License

Dear Ms. Spalding,

This cover letter / submission is for the "Addition of David Kenton Noran" to the current Full Throttle Adrenaline Park Novi LLC liquor license. The license was recently transferred, out of JD Racing into Full Throttle Adrenaline Park Novi LLC in September 2021.

Full Throttle Adrenaline Park Novi is the new operator of the indoor karting based, entertainment facility, located on the Southwest side of 12 mile rd/Donelson rd. We are excited to offer our "Safety – Service – Success" level of business style within the city of Novi & Oakland county Community.

Since Opening under the Full Throttle brand name on 1.7.2021, the tenant space has received new Full Throttle brand signage (large sign request granted by ZBA 3.9.21) and installed early June this year. All other elements of the facility regarding walls, interior space, electrical, and mechanical have remained the same.

The purpose of this letter is to address concerns and expectations of the city of Novi, as well as submit all the necessary answers to the Questionnaires A-B-C respectively, which are provided in the following pages. If any notes or documentations need further due diligence, please let me know what to supply or any further required information needed in this license transfer process.

Regards,

A handwritten signature in black ink that reads "David Kenton Noran". The signature is written in a cursive, flowing style.

David Kenton Noran

Director of Innovation

Full Throttle Adrenaline Parks



Aaron Banfield is the owner of Full Throttle Adrenaline Park Novi LLC, (formerly JD Racing indoor karting) and recently was approved for the transfer of Liq. License ownership of the JD Racing Liquor License to Full Throttle Adrenaline Park Novi in September 2021. I am joining ownership forces with Aaron Banfield, and this application will include answers to questions based on David Kenton Noran in order for me to be added to the current liquor license.

Licensing Policy:

**A)**

Full Throttle Adrenaline Park (FTAP) felt confident purchasing the track and related assets of JD Racing indoor karting (JDR) because of the economic stability of the Oakland county area and specifically the geographic location that Novi offers.

Safety – Service – Success is our corporate philosophy at Full Throttle.

Our team of trained track coaches, customer service representatives, shift managers, area managers and operations managers have transitioned well at the facility and actively engage with guests to ensure they have a 5 star visit to our facility. The facility had a 4.3 star google rating and we are actively working to boost that up to at least 4.7 stars.....and that is a lot of work. This industry has its challenges and our operational procedures help the staff achieve higher standards than our competitors, and we look forward to continue and improve, all guests' experience to facility.

Our services cater primarily to the entertainment industry, yet we also provide meeting / event space for gatherings of up to 200 guests. *The unique service* of indoor go karting has been provided by JD Racing since 2012. Full Throttle has 10 years of experience in the karting industry (Cincinnati) and has already added a 4 Player, Hologate Virtual Reality system in the Novi tenant space to increase attractions for guests, and is actively improving the go kart equipment that was showing age as well as minor improvements to décor and interior branding.

The facility looks great, and Full Throttle looks forward to providing unique attractions that compliment, the 12 mile crossing shopping area, the city of Novi and beyond.

**B)**

Owner, David Kenton Noran, joined the Full Throttle team in September of 2017 through the sale of his previous kart track to join the Full Throttle family. He helped build and run the 46,000 sq. ft facility in Florence, Kentucky then continued to assist with growth of the 120,000 sq. ft Cincinnati, OH facility. Both centers started with karting and now include additional attractions of Axe Throwing, Virtual Reality, Rage Room, Paintball, and food/bar service.

Mr. Noran has a focus on innovation in not just attractions, but the processes, procedures, and efficiencies in our operations. As we continue to grow, Mr. Noran plans to involve heavy innovation to continuing to improve all aspects of the business from the experience to safety of the parks, with the goal of being the golden standard for entertainment not just locally but nationally.





Novi has vast offerings now for the entertainment industry with the recent addition of I-Fly on the S. side of I-96.....Full Throttle is confident that we too will be among the elite attractions the city has to offer both citizens of Novi AND the people of S.E. Michigan and beyond.

c)

With any business decision....costs are expensive to build a business as well as acquire a business. Considering doing any of this during a pandemic? You may think it's crazy to take over and run a business in any industry. Opportunities within stable, growth oriented geographic markets do not fall off the tree.

Owner David Kenton Noran represents a style of owner that is involved in every aspect of the business through constantly looking at how to innovate to improve safety, service, and success at Full Throttle. Extremely hands on to each facilities needs and improvements to create a better environment for the guests and crew.

As an out of state owner of Full Throttle Novi, Noran / Full Throttle Sales Associates will be engaged with local chamber of commerce programs or participating in city events, yet Noran will be on site for any civic programs that lend themselves to network, meet and build relations with local officials.

With investments such as Virtual Reality units costing over \$50,000....FTAP is committed to growing it's footprint of services over the years to come.

I hope this helps gives more insight about David Kenton Noran and the success he has experience in the Entertainment industry.

---

*Answers to Questionnaire A-B*



5. **\*Site Plan**

Please Reference site plan, approved 2012 city records showing this tenant space among 12 Mile Crossing shops. Unit C-118

6. **\*Building Façade Plan**

There are no changes to the previously approved site plan.

New Large Sign request has been granted 3.9.21-ZBA and city records reflect the approval. Approved sign request layout attached.

Please Reference Bldg Façade plan, approved 2012 city records showing this tenant space among 12 Mile Crossing shops.

7. **\*Interior Plan with seating arrangement**

There are no changes to “previously filed seating arrangement” in this request to transfer license from JD Racing to Full Throttle Adrenaline Park Novi LLC.

8. One full copy of the menu.

Menu is complete. Chips, candy, soda, ( Catering = JETS Pizza, Buddys Pizza, Holiday Market)

9. Administrative Special Land Use (-see below).

10. Provide any other information pertinent to the applicant and operation of the proposed facility that may be required by the Novi Alcoholic Liquor Ordinance, Article II.

**Full Throttle Adrenaline Park Novi LLC is an exciting facility to visit and enjoy indoor karting 12 months out of the year. Our motorsports themed facility is an attraction that bring customers typically 10-20 miles away, yet many come from over 30 miles and even Canada / Ohio. The uniqueness of what we offer is not easily done. It’s not easy to start up a kart track due to high cost of capital needed to get open. Our network of vendors, insurers and kart manufactures are of high standards to help us achieve our mission of SAFETY - SERVICE - SUCCESS!**

---

Administrative Special Land Use:

***Existing Facility – Not New establishment. JD Racing has records on file at city offices, from initial city approval granted.***

Questionnaire A – Applicant Cover Information and Procedures for Liquor License

The Novi City Council will consider whether an applicant’s proposal for a liquor license is reasonable when measured against the information contained within this completed application. Please answer each question thoroughly. All answers should be typed or printed legibly and neatly in black ink. If the space provided is insufficient for a complete answer, use additional sheets of paper, following the same format used in the questionnaire and attach to that part of the application. Failure to provide all required information or attachments could result in delay or denial of liquor license. All liquor license applications are subject to final approval by the Novi City Council. Please refer to Novi Alcoholic Liquor Ordinance, Articles I-II.

1(a). Applicant’s personal information



Name: **David Kenton Noran**  
Address:  
Phone:

: 1(b). Business location information:

Name: **Full Throttle Adrenaline Park Novi LLC**  
Address: **44225 W. 12 Mile Rd. Suite C-118 Novi, MI 48377**  
Phone: **248.773.8777**

2. Type of liquor license applying for (circle all those that apply):  
**Class C**

Theme of Proposed Business:  
**Indoor Adrenaline Park offering indoor go karting, virtual reality, café & bar.**

3. Street address and legal description of the property where liquor license is to be located:  
**44225 W. 12 Mile Rd. C-118 Novi, MI 48377**

Legal Description:  
**Please see previously filed records for same tenant space – JDRacing.  
44225 W. 12 Mile Rd. Suite C 118 Novi, MI 48377**

---

### Questionnaire B – Administrative Background Information for Liquor License

1. What is the applicant's management experience in the alcohol/liquor business?

**David Kenton Noran currently is owner of 2 liquor licenses in Florence, KY and Cincinnati, OH. The same style of Entertainment facilities based on indoor go karting, and also offer Axe Throwing, Virtual Reality, Event Space and Bar services for both public customers and group event clientele.**

2. What is the applicant's general business management experience?

**Applicant David Kenton Noran has 5 years of experience in owning, operating centers in the Cincinnati, OH area. He has designed the indoor entertainment park concept focused on Adrenaline based activities. Go karting. Axe Throwing. Virtual Reality. Bar & catering services.**

3. What is the applicant's general business reputation?





**Mr. Noran has an excellent reputation among Cincinnati, OH and Florence, KY markets. Long standing member of associations including local Chamber of Commerce, Business Councils, and Tourist/ Visitor Bureaus.**

4. What is the applicant's financial status and ability to build and/or operate the proposed facility on which the proposed liquor license is to be located?

**Mr. Noran has a proven record of the Cincinnati, OH and Florence, KY Full Throttle facilities that offer multiple activities, plus bar, within its' tenant space. Positive cash flowing operations pre covid-post covid, and has the financial status and ability to maintain and grow businesses.**

5. What are the applicant's past criminal convictions involving moral turpitude, violence or alcoholic liquors?

**No criminal convictions nor immoral activities relating to his behavior or any liquor violations.**

6. Does the applicant use alcoholic beverages to excess?

**No, the applicant does consume alcoholic beverages.**

7. What is the effect that the issuance of a license would have upon the economic development of the surrounding area?

**Since the seller JD Racing already offered alcohol services for events and day to day guests at the facility. We see no adverse effect, and we'll continue to focus on our Safety Service Success philosophy.**

8. What effect would the issuance of a license have on the health, welfare and safety of the general public?

**We at Full Throttle Adrenaline Park Novi LLC will continue the professional operation of this indoor karting and event facility and foresee no effectual change to local health, welfare nor compromise to the safety of general public.**

9. Has the applicant received responses from the Police Department, Building Department and/or Fire Department with regard to the proposed facility?

**During our June 2021 Ribbon Cutting ceremony with Novi Chamber of Commerce I had the pleasure to personally speak with City Police Chief David Molloy, City Fire Marshal Kevin Pierce as well as Mike McCready and Victor Cardenas with City of Novi about our interest/efforts to seek liquor license transfer approval, and they were positive to our conversation.**

**We are happy to further discuss any issues with any local officials in this request to transfer process.**



10. What is the public need or convenience for issuance of a liquor license for this facility at the proposed location?

**To continue the professional services to both public patrons and group event clientele. The convenient benefit will be for personal enjoyment in responsible manner as adults in a professionally run entertainment facility.**

11. What is the uniqueness of the proposed facility when contrasted against other existing or proposed facilities and the compatibility of the proposed facility to surrounding architecture and land use?

**The unique services of our adrenaline based entertainment facility, speaks for itself. Electric Go karts that are specially designed for safety in public use setting. Uniquely, there are timing and scoring transponders onboard all go karts, so guests will know who's driving fast and who's not by live telemetry.**

**FTAP will compliment the other tenants within 12 Mile Crossing, that are adjacent to all things "Night life and entertainment already – Escape Rooms, Axe Throwing, Movies, Bars, Restaurants and shopping".**

**\*\* Our indoor concept separates us apart from other area entertainment choices.**

12. Does the facility to which the proposed liquor license is to be issued comply with the applicable building, plumbing, electrical and fire prevention codes and zoning statutes and ordinances applicable to the City of Novi? Has applicant received information from the appropriate departments?

**Yes. Certificate of Operation / related licenses in place, no facility changes are being made.**

13. What effect will the facility to which the proposed liquor license is to be issued have upon vehicular and pedestrian traffic in the area?

**There will be no effect or change to the pedestrian traffic in the area, as the previous licensee has been operational since 2012.**

**We will continue to maintain a professionally operated entertainment facility in the same tenant space as JD Racing.**

14. What is the proximity of the proposed business facility to other similarly situated licensed liquor facilities?

**With our indoor karting concept that is unique in so many ways, we feel very comfortable in the immediate 12mile crossing shopping area, as it is positioned as an entertainment, dining and night life destination.**

**The Mall Developers have realized these entertainment or bar/restaurant and night life focused venues *will increase traffic* to the mall area.... Helping boost traffic usually trends towards success for all those involved in the Mall location. That's why we also want to be located in this shopping, entertainment district of Novi.**



15. What is the proximity of the proposed facility to complimentary uses such as office and commercial development?

**The Tenant space is practically within walking distance to local office space and certainly within 1-2 miles of Novi's most dense office space-retail space. Our owner has targeted the commercial area that Novi and specifically the 12 mile crossing shopping area that offers both access to office and residential clientele.**

16. What effect would the proposed facility have upon the surrounding neighborhood and/or business establishments, including impacts upon residential areas, church and school districts?

**FTAP has positive effects to the surrounding area and for those who live here. FTAP is the regional leader of indoor karting with multiple locations. Opportunities for fund raising events, social gatherings and business functions are what our Special Events team thrives on, to assist any event planner hoping their event lands in the "Winners Circle".**

**Our professional motorsports oriented facility is an attraction of its own. We do offer charitable giving programs that inspire good grades with our FREE RACE for students who get all "A's", and monthly donations to recognized local charities, churches, schools and unique fundraising events. FTAP is very much a community minded business and actively hires local staff to work at our facility.**

17. What proposed or actual commitments are being made by the applicant to establish permanency in the community?

**First off, the sheer venture of purchasing a business is a feat in, and of itself that shows commitment. FTAP signed an assumption of lease document, as well as option to renew for another 10 years to continue lease through 2033**

18. What utilities are available to serve the facility?

**The tenant space is 9 years old and has all proper utility services including Electric Service, Natural Gas, Internet and city water.**

19. What other factors should the Novi City Council consider?

**Full Throttle is excited to be part of the Novi community.**

**We have a history of working with City and neighbors at our other facility to build stronger communities and increase commerce around us all.**

**It is our goal of Safety Service & Success as we continue to deliver a great guest experience, grow our awareness in this region, bring more guest into Novi and spend their entertainment dollars here!!**



July 6, 2021

City of Novi  
Deputy City Clerk - Dawn Spalding  
45175 Ten Mile Rd.  
Novi, MI

RE: JD Racing Liquor License Transfer

Dear Ms. Spalding,

We've been in contact re: the filing of the transfer paperwork to city of Novi and I appreciate your guidance thus far. Today, I was able to get with Novi PD and finger print Aaron Banfield, owner of Full Throttle Adrenaline Park Novi LLC, who lives in Cincinnati area.

Full Throttle Adrenaline Park Novi is the new owner of JD Racing indoor karting that is located within the 12 Mile Crossing Shopping area located on the Southwest side of 12 mile rd/Donelson rd. We are excited to offer our "Safety - Service - Success" level of business style within the city of Novi & Oakland county Community.

Since Opening under the Full Throttle brand name on 1.7.2021, the tenant space has received new Full Throttle brand signage (large sign request granted by ZBA 3.9.21) and installed early June this year. All other elements of the facility regarding walls, interior space, electrical, and mechanical have remained the same.

The purpose of this letter is to address concerns and expectations of the city of Novi, as well as submit all the necessary answers to the Questionnaires A-B-C respectively, which are provided in the following pages. If any notes or documentations need further due diligence, Please let me know what to supply or any further required information needed in this license transfer process.

Regards,

A handwritten signature in black ink that reads "Tony Eckrich". The signature is written in a cursive, slightly slanted style.

Tony Eckrich  
Director of Growth-Real Estate  
Full Throttle Adrenaline Parks





In the midst of covid 19, late summer of 2020, Aaron Banfield owner of Full Throttle Adrenaline Park of Cincinnati began discussions with JD Racing indoor karting owners about possibly purchasing the indoor karting facility that opened in 2012. Prior owners were considering selling the assets of their indoor facility, as they are going to develop-operate an outdoor track in Howell, MI which supports faster speeds for auto racing and continue to pursue their passion in the motorsports industry. The JD Racing name will stay with the sellers as part of the purchase agreement and agreed to transfer the existing license to buyers, once approved by State / Local government.

Licensing Policy:

**A)**

Full Throttle Adrenaline Park (FTAP) felt confident purchasing the track and related assets of JD Racing indoor karting (JDR) because of the economic stability of the Oakland county area and specifically the geographic location that Novi offers.

Safety – Service – Success is our corporate philosophy at Full Throttle. Our team of trained track coaches, customer service representatives, shift managers, area managers and operations managers have transitioned well at the facility and actively engage with guests to ensure they have a 5 star visit to our facility. The facility had a 4.3 star google rating and we are actively working to boost that up to at least 4.7 stars.....and that is a lot of work. This industry has its challenges and our operational procedures help the staff achieve higher standards than our competitors, and we look forward to continue and improve, all guests' experience to facility.

Our services cater primarily to the entertainment industry, yet we also provide meeting / event space for gatherings of up to 200 guests + or minus. *The unique service* of indoor go karting has been provided by JD Racing since 2012. Full Throttle has 8 years of experience in the karting industry (Cincinnati) and has already added a 4 Player, Halogate Virtual Reality system in the tenant space to increase attractions for guests, and is actively improving the go kart equipment that was showing age as well as minor improvements to décor and interior branding.

The facility looked great when purchased and we will continue the high standards of what JD Racing has passed on to us at Full Throttle. FTAP looks forward to provide unique attractions that compliment the 12 mile crossing shopping area and the city of Novi and beyond.

**B)**

Owner Aaron Banfield, established his original concept for indoor karting within 46,000 sq. ft located in commercial retail space in 2011-Cincinnati, OH and now occupies over 120,000 sq. ft and includes multiple attractions such as Paintball, Karting, Video Axe Throwing lanes and Rage Rooms along with Bar/snack bar services. Mr. Banfield also acquired a second karting facility in Florence, KY in 2017, which offers the same exciting attractions as Cincinnati, with the exception of paintball.

Working towards a consistent, common goal of business ethics within the community of Novi and Oakland County, Aaron Banfield will bring the same focus and attention to growing the business





internally and externally. He has a demonstrated commitment to innovation and success over nearly 10 years in the entertainment industry.

**Adrenaline Pass:**

Aaron, during covid summer 2020 had the audacity to charge \$50 for a 2 hour visit to the Cincinnati Full Throttle location AND control the amount of guests in building. This was in order to stay within the maximum amount of people in building, per Ohio government "covid 19" requirements at the time. Many customers were used to paying nearly \$60 for 3 kart races. Now to include Axe throwing plus go karting for one flat price!?! The move has proven to be a winner. Novi currently includes karting and Virtual Reality in their "Adrenaline Pass" program.

Novi, MI-Cinci,OH-Florence,KY all offer the 2 hour "Adrenaline Pass" program, which has increased revenues by 20%, and allows staff to provide better service to a smaller amount of overall people. "It just works better" says Ray Schulte operations manager at Novi facility. He addressed "online booking has really streamlined the check in process and guests like the 2 hour time block".

Novi has vast offerings now for the entertainment industry with the recent addition of I-Fly on the S. side of I-96.....Full Throttle is confident that we too will be among the elite attractions the city has to offer both citizens of Novi AND the people of S.E. Michigan and beyond.

C)

With any business decision....costs are expensive to build a business as well as acquire a business. Considering doing any of this during a pandemic? You may think it's crazy to take over and run a business in any industry. Opportunities within stable, growth oriented geographic markets do not fall off the tree. JD Racing was one of those opportunities in a great market.

Owner Aaron Banfield represents the style of owner that gets involved and gets things done. Investing in the acquisition of a business takes confidence and knowledge as well as money and time. All four of these elements are critical to getting things done, which goes to show what Banfield will do to continue feeding his desire to succeed. The representatives of Full Throttle Novi who live locally, will likely be the ones more engaged with local chamber of commerce programs or participating in city events. Yet Mr. Banfield always is on site for any civic programs that lend themselves to network, meet and build relations with local officials.

With investments such as Virtual Reality units costing over \$50,000....FTAP is committed to growing it's footprint of services over the years to come.

I hope this helps learn more about Aaron Banfield and the success he has experienced with the Full Throttle brand.



**Answers to Questionnaire A-B**

**5. \*Site Plan**

Please Reference site plan, approved 2012 city records showing this tenant space among 12 Mile Crossing shops. Unit C-118

**6. \*Building Façade Plan**

There are no changes to the previously approved site plan.  
New Large Sign request has been granted 3.9.21-ZBA and city records reflect the approval.  
Approved sign request layout attached.  
Please Reference Bldg Façade plan, approved 2012 city records showing this tenant space among 12 Mile Crossing shops.

**7. \*Interior Plan with seating arrangement**

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**8. One full copy of the menu.**

Menu is complete. Chips, candy, soda, ( Catering = JETS Pizza, Buddys Pizza, Holiday Market)

9. Administrative Special Land Use (-see below).

10. Provide any other information pertinent to the applicant and operation of the proposed facility that may be required by the Novi Alcoholic Liquor Ordinance, Article II.

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---

Administrative Special Land Use:

**Existing Facility – Not New establishment. JD Racing has records on file at city offices, from initial city approval granted.**

Questionnaire A – Applicant Cover Information and Procedures for Liquor License





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1(a). Applicant's personal information

Name: **Aaron Banfield**

Address:

Phone:

: 1(b). Business location information:

Name: **Full Throttle Adrenaline Park Novi LLC\_**

Address: **44225 W. 12 Mile Rd. C-118 Novi, MI 48377**

Phone: **248.773.8777**

2. Type of liquor license applying for (circle all those that apply):

**Class C**

Theme of Proposed Business:

**Indoor Adrenaline Park offering indoor go karting, virtual reality, café & bar.**

3. Street address and legal description of the property where liquor license is to be located:

**44225 W. 12 Mile Rd. C-118 Novi, MI 48377**

Legal Description:

**Please see previously filed records for same tenant space – JDRacing.  
44225 W. 12 Mile Rd. Suite C 118 Novi, MI 48377**

---

**Questionnaire B – Administrative Background Information for Liquor License**

1. What is the applicant's management experience in the alcohol/liquor business?

**Aaron Banfield currently is owner of 2 liquor licenses in 2 states.  
(Cincinnati, OH & Florence, KY) operating the same style of Entertainment facilities based on  
indoor go karting, and also offer Axe Throwing, Virtual Reality, Event Space and Bar services  
for both public customers and group event clientele.**





2. What is the applicant's general business management experience?

**Applicant Aaron Banfield has 10 years of experience in owning, operating a 120,000 sq. ft center in Cincinnati, opened 2011 and owns/operates another facility 56,000 sq. ft. that was acquired in 2017. He has designed the indoor entertainment park concept focused on Adrenaline based activities. Go karting. Axe Throwing. Paintball. Virtual Reality. Bar & catering services.**

3. What is the applicant's general business reputation?

**Mr. Banfield has an excellent reputation among the two cities that Full Throttle Adrenaline Park operates within. Florence, KY and Cincinnati, OH.  
Long standing member of associations such as Chambers of Commerce and the elite Executive level Vistage Group.  
He is also President of the Ohio Valley Karting association based in the SW Ohio valley.**

4. What is the applicant's financial status and ability to build and/or operate the proposed facility on which the proposed liquor license is to be located?

**Mr. Banfield's proven track record of building the original Cincinnati operation from its initial 56,000 sq. ft... to its current size of 120,000 sq. ft offering 5 separate activities, plus bar, within its' tenant space.**

**Acquiring the Florence Karting facility that was financially struggling and has turned it around to profitability.**

**Positive cash flowing operations pre covid-post covid, and all facilities have weathered the covid storm with available PPP Funding by government.**

**His financial status and ability to maintain and grow businesses have been documented / demonstrated and has now led him to his 3<sup>rd</sup> facility - the Michigan based karting/entertainment facility formerly known as JD Racing here in Novi, MI .....will be Full Throttle Adrenaline Park Novi LLC.**

5. What are the applicant's past criminal convictions involving moral turpitude, violence or alcoholic liquors?

**No criminal convictions nor immoral activities relating to his behavior or any liquor violations.**

6. Does the applicant use alcoholic beverages to excess?

**No, the applicant does not use alcoholic beverages in any excessive manner.**

7. What is the effect that the issuance of a license would have upon the economic development of the surrounding area?

**Since the seller JD Racing already offered alcohol services for events and day to day guests at**



the facility. We see no adverse effect, and we'll continue to focus on our Safety Service Success philosophy.

8. What effect would the issuance of a license have on the health, welfare and safety of the general public?

**We at Full Throttle Adrenaline Park Novi LLC will continue the professional operation of this indoor karting and event facility and foresee no effectual change to local health, welfare nor compromise to the safety of general public.**

9. Has the applicant received responses from the Police Department, Building Department and/or Fire Department with regard to the proposed facility?

**During our recent Ribbon Cutting ceremony 6.25.21, with Novi Chamber of Commerce we had the pleasure to personally speak with City Police Chief David Molloy, City Fire Marshal Kevin Pierce as well as Mike McCready and Victor Cardenas with City of Novi about our interest/efforts to seek liquor license transfer approval, and they were positive to our conversation.**

**We are happy to further discuss any issues with any local officials in this request to transfer process.**

10. What is the public need or convenience for issuance of a liquor license for this facility at the proposed location?

**To continue the professional services to both public patrons and group event clientele. The convenient benefit will be for personal enjoyment in responsible manner as adults in a professionally run entertainment facility.**

11. What is the uniqueness of the proposed facility when contrasted against other existing or proposed facilities and the compatibility of the proposed facility to surrounding architecture and land use?

**The unique services of our adrenaline based entertainment facility, speaks for itself. Electric Go karts that are specially designed for safety in public use setting. Uniquely, there are timing and scoring transponders onboard all go karts, so guests will know who's driving fast and who's not by live telemetry.**

**FTAP will compliment the other tenants within 12 Mile Crossing, that are adjacent to all things "Night life and entertainment already – Escape Rooms, Axe Throwing, Movies, Bars, Restaurants and shopping".**

**\*\* Our indoor concept separates us apart from other area entertainment choices.**





12. Does the facility to which the proposed liquor license is to be issued comply with the applicable building, plumbing, electrical and fire prevention codes and zoning statutes and ordinances applicable to the City of Novi? Has applicant received information from the appropriate departments?

**Yes. Certificate of Operation / related licenses in place, no facility changes are being made.**

13. What effect will the facility to which the proposed liquor license is to be issued have upon vehicular and pedestrian traffic in the area?

**There will no effect or change to the pedestrian traffic in the area, as the previous licensee has been operational since 2012.**

**We will continue to maintain a professionally operated entertainment facility in the same tenant space as JD Racing.**

14. What is the proximity of the proposed business facility to other similarly situated licensed liquor facilities?

**With our indoor karting concept that is unique in so many ways, we feel very comfortable in the immediate 12 mile crossing shopping area, as it is positioned as an entertainment, dining and night life destination.**

**The Mall Developers have realized these entertainment or bar/restaurant and night life focused venues will increase traffic to the mall area.... Helping boost traffic usually trends towards success for all those involved in the Mall location. That's why we also want to be located in this shopping, entertainment district of Novi.**

15. What is the proximity of the proposed facility to complimentary uses such as office and commercial development?

**The Tenant space is practically within walking distance to local office space and certainly within 1-2 miles of Novi's most dense office space-retail space. Our owner has targeted the commercial area that Novi and specifically the 12 mile crossing shopping area that offers both access to office and residential clientele.**

16. What effect would the proposed facility have upon the surrounding neighborhood and/or business establishments, including impacts upon residential areas, church and school districts?

**FTAP has positive effects to the surrounding area and for those who live here. FTAP is the regional leader of indoor karting with multiple locations. Opportunities for fund raising events, social gatherings and business functions are what our Special Events team thrives on, to assist any event planner hoping their event lands in the "Winners Circle".**

**Our professional motorsports oriented facility is an attraction of its own.**



We do offer charitable giving programs that inspire good grades with our FREE RACE for students who get all "A's", and monthly donations to recognized local charities, churches, schools and unique fundraising events. FTAP is very much a community minded business and actively hires local staff to work at our facility.

17. What proposed or actual commitments are being made by the applicant to establish permanency in the community?

**First off, the sheer venture of purchasing a business is a feat in, and of itself that shows commitment. FTAP signed an assumption of lease document, as well as option to renew for another 10 years to continue lease through 2033**

18. What utilities are available to serve the facility?

**The tenant space is 9 years old and has all proper utility services including Electric Service, Natural Gas, Internet and city water.**

19. What other factors should the Novi City Council consider?

Full Throttle is excited to be part of the Novi community.  
We have a history of working with City and neighbors at our other facility to build stronger communities and increase commerce around us all.  
It is our goal of Safety Service & Success as we continue to deliver a great guest experience, grow our awareness in this region, bring more guest into Novi and spend their entertainment dollars here!!

---



**Related Documents  
On The Following pages**



# CERTIFICATE OF OCCUPANCY

## OF21-0001

CITY OF NOVI  
OAKLAND COUNTY  
STATE OF MICHIGAN

Issued: 01/04/2021

**Owner/Occupant:**  
FULL THROTTLE ADRENALINE PARK  
66 SHORECREST CIRCLE  
GROSSE POINTE MI 48236

A Certificate of Occupancy is hereby granted for the building or structure located at:

**Address:** 44225 TWELVE MILE RD C118  
**Parcel Number:** 50-22-15-200-112  
**Subdivision:** TWELVE MILE CROSSING AT FOUNTAIN WALK  
**Lot/Unit #:** C118

**Occupant:** FULL THROTTLE ADRENALINE PARK

This is to certify that this building/structure has been duly inspected and is acceptable for occupancy or use as stated below in accordance with the City of Novi Zoning Ordinance and Building Code, Chapter 8, Article II, Section 7-16 and other ordinances of the City of Novi Codes of Ordinance as enforced by the Building Inspector.

**Building Information:**

Use Group: **A-3**

Occupant Load: **560**

**Automatic Sprinkler System:**

Construction Type: **2A**

Zoning District:

Provided: **Y**

Required: **Y**

Portion of the structure for which certificate is issued:

**Permit Number:** **PSI20-0080**

**Work Description:**

SPECIAL INSPECTION FOR CHANGE OF OCCUPANCY:  
FULL THROTTLE ADRENALINE PARK NOVI LLC

The permits for this building/structure have been issued under the State of Michigan Construction Codes:

  
Building Official

It is specifically understood that this Certificate becomes null and void when secured through fraud or by reason of latent violations not ascertainable at the time of inspection or when changes in construction, installation, or occupancy are made without the Building Inspector(s) approval.

**Contractor:**



## Trackside Café Menu

Fountain Coca Cola Drinks – Self Serve

Coffee / Tea

Red Bull Energy Drink

Water

Gatorade

Ice Tea



Chips

Granola Bars

Candy Bars

Ice Cream



## CATERING MENU

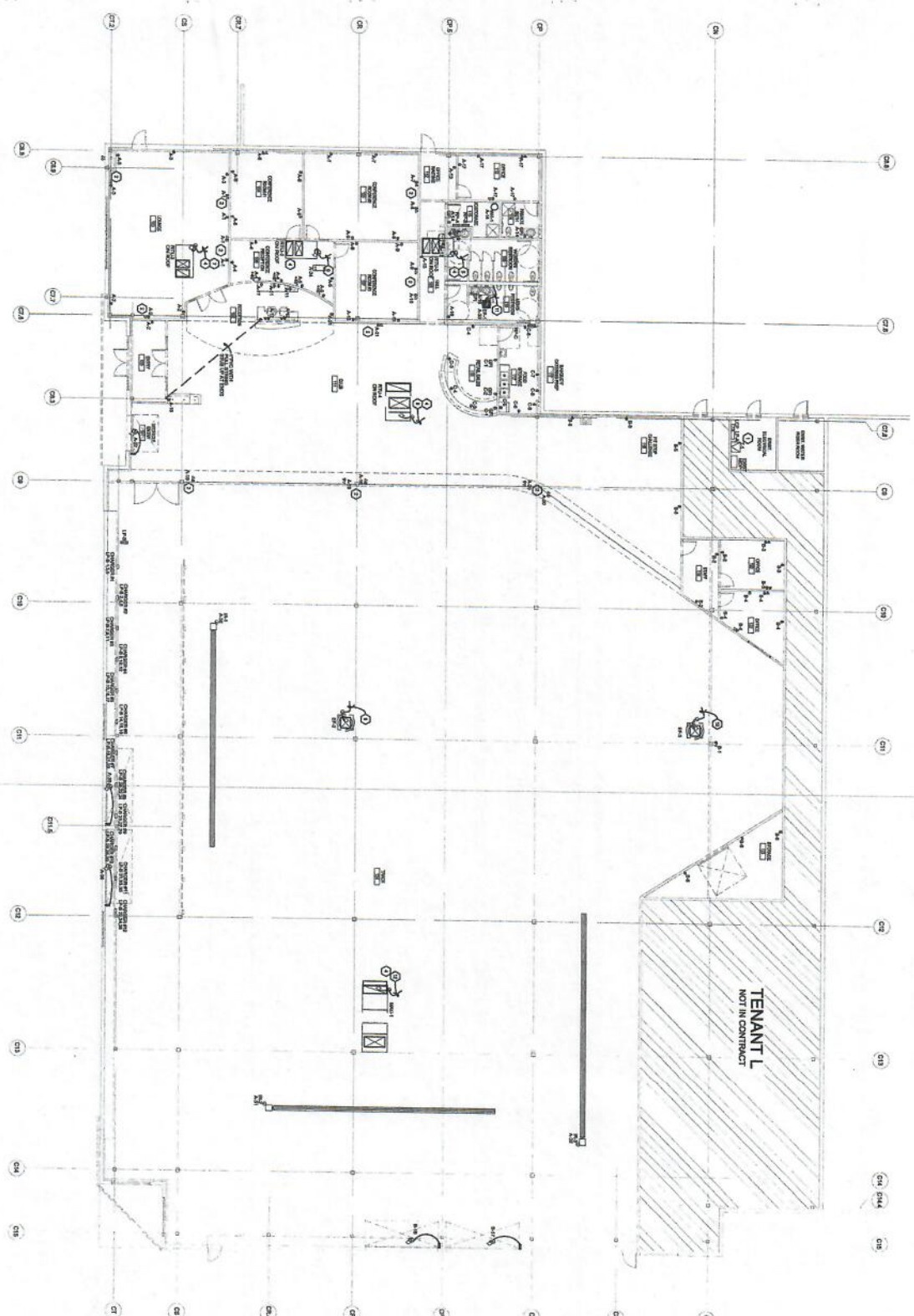
Minimum Guest # may apply.

We Proudly feature Local Detroit area

Catering to serve your event needs







**POWER GENERAL NOTES**

1. ALL ELECTRICAL WORK SHALL BE IN ACCORDANCE WITH THE NATIONAL ELECTRICAL CODE (NEC) AND ALL LOCAL ORDINANCES.
2. ALL ELECTRICAL WORK SHALL BE PERFORMED BY A LICENSED ELECTRICIAN.
3. ALL ELECTRICAL WORK SHALL BE SUBJECT TO INSPECTION BY THE LOCAL ELECTRICAL INSPECTOR.
4. ALL ELECTRICAL WORK SHALL BE SUBJECT TO INSPECTION BY THE LOCAL FIRE DEPARTMENT.
5. ALL ELECTRICAL WORK SHALL BE SUBJECT TO INSPECTION BY THE LOCAL HEALTH DEPARTMENT.
6. ALL ELECTRICAL WORK SHALL BE SUBJECT TO INSPECTION BY THE LOCAL ENVIRONMENTAL AGENCY.
7. ALL ELECTRICAL WORK SHALL BE SUBJECT TO INSPECTION BY THE LOCAL PLANNING COMMISSION.
8. ALL ELECTRICAL WORK SHALL BE SUBJECT TO INSPECTION BY THE LOCAL ZONING BOARD.
9. ALL ELECTRICAL WORK SHALL BE SUBJECT TO INSPECTION BY THE LOCAL COMMUNITY DEVELOPMENT DEPARTMENT.
10. ALL ELECTRICAL WORK SHALL BE SUBJECT TO INSPECTION BY THE LOCAL POLICE DEPARTMENT.
11. ALL ELECTRICAL WORK SHALL BE SUBJECT TO INSPECTION BY THE LOCAL SHERIFF'S OFFICE.
12. ALL ELECTRICAL WORK SHALL BE SUBJECT TO INSPECTION BY THE LOCAL JUDICIAL BRANCH.
13. ALL ELECTRICAL WORK SHALL BE SUBJECT TO INSPECTION BY THE LOCAL LEGISLATURE.
14. ALL ELECTRICAL WORK SHALL BE SUBJECT TO INSPECTION BY THE LOCAL GOVERNMENT.

**POWER REVISION NOTES**

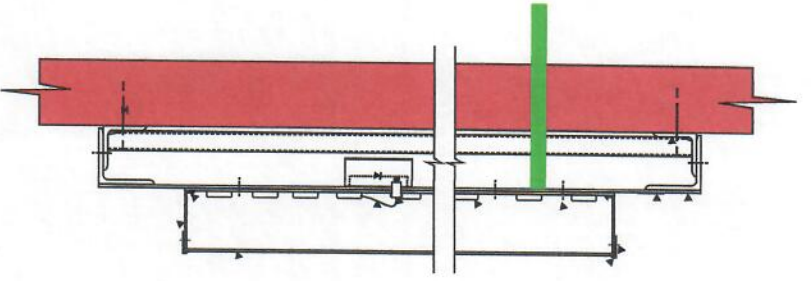
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2. REVISION 2: CHANGE ELECTRICAL SYMBOLS TO ROOM 102.
3. REVISION 3: ADD ELECTRICAL SYMBOLS TO ROOM 103.
4. REVISION 4: CHANGE ELECTRICAL SYMBOLS TO ROOM 104.
5. REVISION 5: ADD ELECTRICAL SYMBOLS TO ROOM 105.
6. REVISION 6: CHANGE ELECTRICAL SYMBOLS TO ROOM 106.
7. REVISION 7: ADD ELECTRICAL SYMBOLS TO ROOM 107.
8. REVISION 8: CHANGE ELECTRICAL SYMBOLS TO ROOM 108.
9. REVISION 9: ADD ELECTRICAL SYMBOLS TO ROOM 109.
10. REVISION 10: CHANGE ELECTRICAL SYMBOLS TO ROOM 110.
11. REVISION 11: ADD ELECTRICAL SYMBOLS TO ROOM 111.
12. REVISION 12: CHANGE ELECTRICAL SYMBOLS TO ROOM 112.
13. REVISION 13: ADD ELECTRICAL SYMBOLS TO ROOM 113.
14. REVISION 14: CHANGE ELECTRICAL SYMBOLS TO ROOM 114.
15. REVISION 15: ADD ELECTRICAL SYMBOLS TO ROOM 115.
16. REVISION 16: CHANGE ELECTRICAL SYMBOLS TO ROOM 116.
17. REVISION 17: ADD ELECTRICAL SYMBOLS TO ROOM 117.
18. REVISION 18: CHANGE ELECTRICAL SYMBOLS TO ROOM 118.
19. REVISION 19: ADD ELECTRICAL SYMBOLS TO ROOM 119.
20. REVISION 20: CHANGE ELECTRICAL SYMBOLS TO ROOM 120.

**Full Throttle Adrenaline Park**  
 44225 WEST 12 MILE RD SUITE C118, Novi, MI 48377



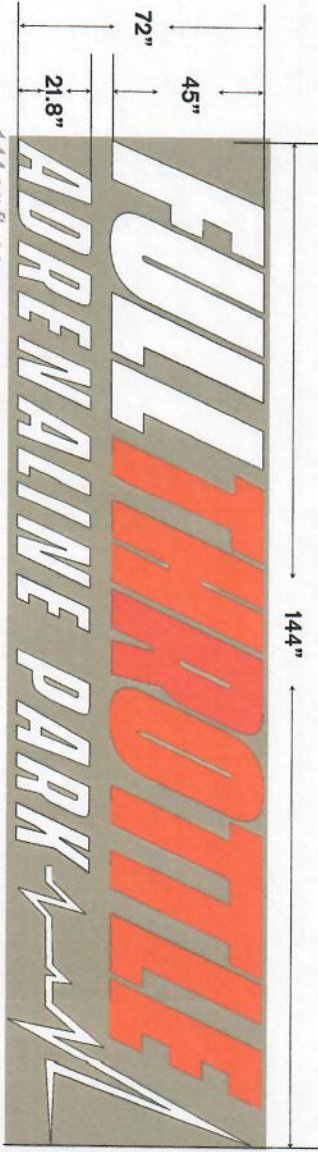
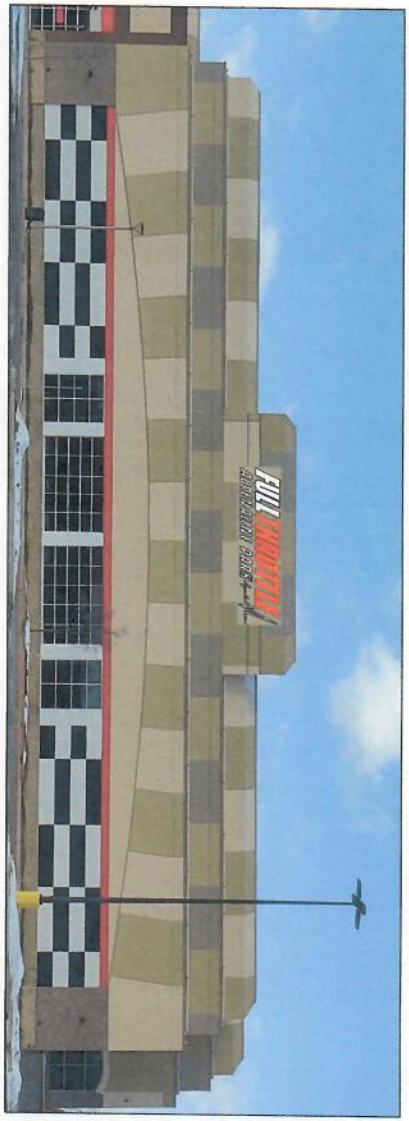
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Scale	AS NOTED
Drawn by	SA
Approved by	FAA
Job No.	1205
Sheet Name	ELECTRICAL POWER PLAN
Sheet No.	E-102

ISSUED DATE	08.01.12
PROJECT	44225 WEST 12 MILE RD SUITE C118, Novi, MI 48377
REVISION	08.01.12
DATE	08.01.12
BY	SA
FOR	FAA
PROJECT	44225 WEST 12 MILE RD SUITE C118, Novi, MI 48377
DATE	08.01.12
BY	SA
FOR	FAA



**VERTICAL**  
**SECTION**  
 (TYP. THRU LETTER)

**POWER REQUIREMENTS**  
 DEDICATED (1) 120V 20AMP SERVICE TO BACKSIDE OF WALL  
 EST. 84 MAX LOAD ea. EST. 11 LBS PER LETTER



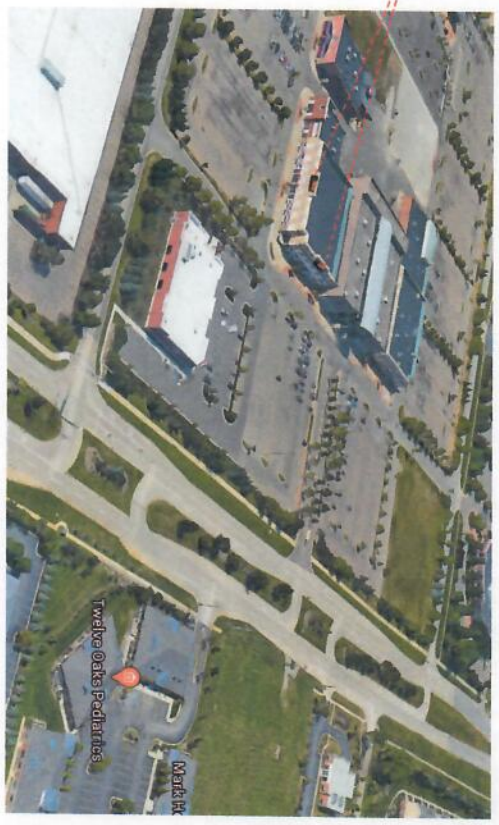
**COLOR CODE**

PMS 187	BLACK	WHITE
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Red Returns  
 Red Trincap  
 Red Faces  
 White LEDS

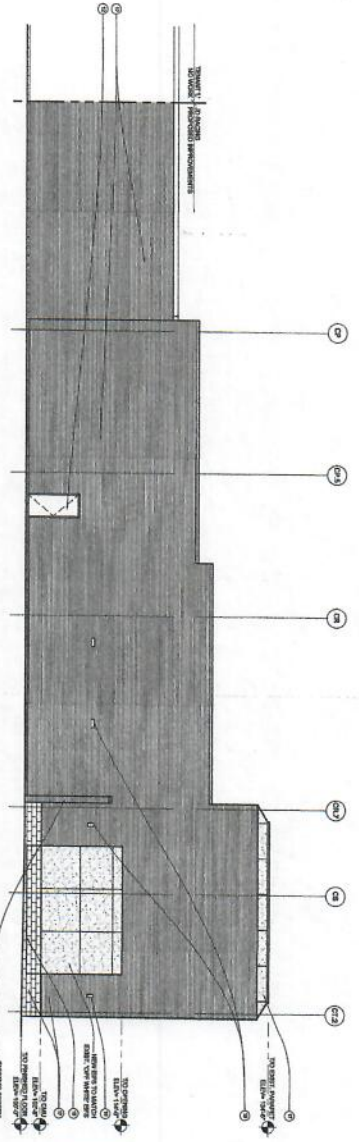
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 Black Trincap  
 White Faces  
 White LEDS

**FULL THROTTLE**  
 ADRENALINE PARK

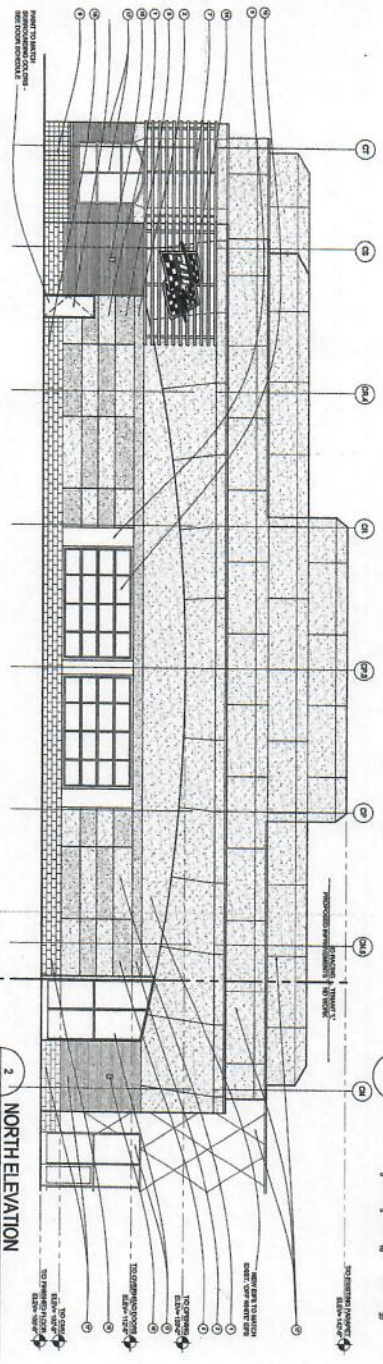




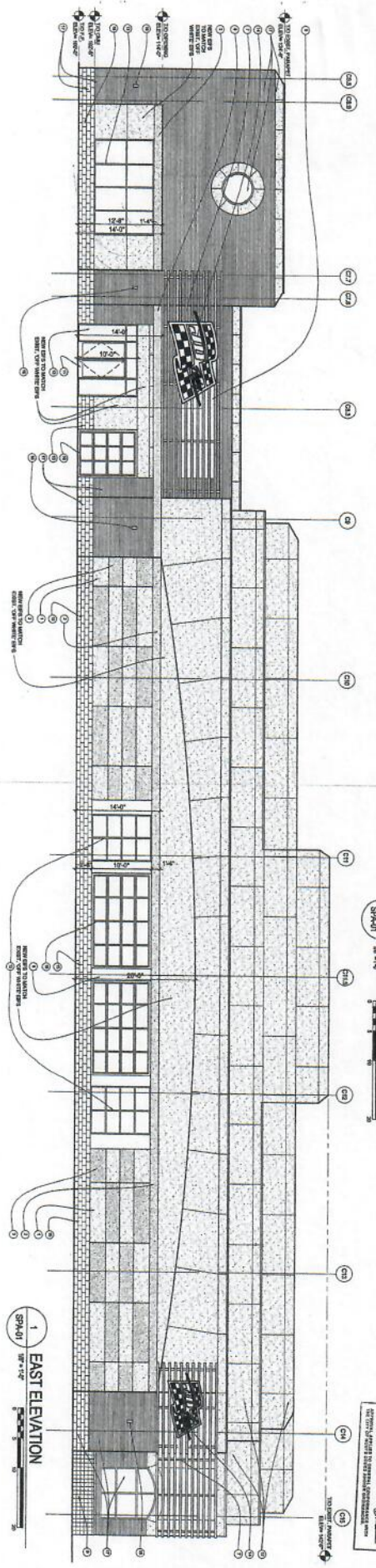
File Copy



3 SOUTH ELEVATION  
SP4-1 5/8" = 1'-0"



2 NORTH ELEVATION  
SP4-1 5/8" = 1'-0"



1 EAST ELEVATION  
SP4-1 5/8" = 1'-0"

**MATERIAL PERCENTAGES**

AREA	FINISH	AREA (SQ. FT.)	PERCENT
EAST FACADE	BRICK	1000	10%
	CONCRETE	1000	10%
	GLASS	1000	10%
	WOOD	1000	10%
NORTH FACADE	BRICK	1000	10%
	CONCRETE	1000	10%
	GLASS	1000	10%
	WOOD	1000	10%
SOUTH FACADE	BRICK	1000	10%
	CONCRETE	1000	10%
	GLASS	1000	10%
	WOOD	1000	10%

**KEY NOTES**

1. FINISHES TO BE AS SHOWN ON THESE SHEETS.
2. ALL MATERIALS TO BE APPROVED BY THE ARCHITECT.
3. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE MANUFACTURER'S RECOMMENDATIONS.
4. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE LOCAL BUILDING CODES.
5. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE NATIONAL BUILDING CODES.
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42. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE AUSTRIA STANDARDS.
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65. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE U.A.E. STANDARDS.
66. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE QATAR STANDARDS.
67. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE KUWAIT STANDARDS.
68. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE OMAN STANDARDS.
69. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE YEMEN STANDARDS.
70. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE SAUDI ARABIA STANDARDS.
71. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE U.A.E. STANDARDS.
72. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE QATAR STANDARDS.
73. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE KUWAIT STANDARDS.
74. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE OMAN STANDARDS.
75. ALL MATERIALS TO BE INSTALLED IN ACCORDANCE WITH THE YEMEN STANDARDS.

**RECOMMENDED FOR APPROVAL**  
**DRIN**  
 DESIGN & CONSTRUCTION SERVICES, INC.  
 10000 Woodward Ave., Suite 200  
 Detroit, MI 48202  
 (313) 963-1234  
 www.drinc.com

**CITY OF NOVI PLANNING CENTER FINAL APPROVAL**  
 BY: *[Signature]*  
 DATE: 05/08/12

**JD RACING INDOOR KARTING**  
 44225 West 12 Mile Road Suite C118, Novi, MI 48377

DATE: 05/08/12  
 DRAWN BY: ASB/STB  
 CHECKED BY: TW  
 APPROVED BY: BS  
 SHEET NO.: SPA-01

**ISSUED DATE**

NO.	DATE	DESCRIPTION
1	05/08/12	ISSUED FOR PERMITTING
2	05/23/12	ISSUED FOR PERMITTING
3	05/23/12	ISSUED FOR PERMITTING









Dec. 22, 2021

City of Novi  
Deputy City Clerk - Dawn Spalding  
45175 Ten Mile Rd.  
Novi, MI

RE: Adding Partners on Full Throttle Liq. License

Dear Ms. Spalding,

This cover letter / submission is for the "Addition of Philip Justin Lewis" to the current Full Throttle Adrenaline Park Novi LLC liquor license. The license was recently transferred, out of JD Racing into Full Throttle Adrenaline Park Novi LLC in September 2021.

Full Throttle Adrenaline Park Novi is the new operator of the indoor-karting based, entertainment facility, located on the Southwest side of 12 Mile Rd/Donelson Rd. We are excited to offer our "Safety – Service – Success" level of business style within the city of Novi & Oakland county Community.

Since Opening under the Full Throttle brand name on 1.7.2021, the tenant space has received new Full Throttle brand signage (large sign request granted by ZBA 3.9.21) and installed early June this year. All other elements of the facility regarding walls, interior space, electrical, and mechanical have remained the same.

The purpose of this letter is to address concerns and expectations of the city of Novi, as well as submit all the necessary answers to the Questionnaires A-B-C respectively, which are provided in the following pages. If any notes or documentations need further due diligence, please let me know what to supply or any further required information needed in this license transfer process.

Regards,

A handwritten signature in blue ink, appearing to read "Philip Justin Lewis". The signature is fluid and cursive, with a large initial "P" and a long, sweeping underline.

Philip Justin Lewis  
President - Full Throttle Adrenaline Parks



Aaron Banfield is the owner of Full Throttle Adrenaline Park Novi LLC, (formerly JD Racing indoor karting) and recently was approved for the transfer of Liq. License ownership of the JD Racing Liquor License to Full Throttle Adrenaline Park Novi in September 2021. I am joining ownership forces with Aaron Banfield, and this application will include answers to questions based on Philip Justin Lewis in order for me to be added to the current liquor license.

Licensing Policy:

**A)**

Full Throttle Adrenaline Park (FTAP) felt confident purchasing the track and related assets of JD Racing indoor karting (JDR) because of the economic stability of the Oakland county area and specifically the geographic location that Novi offers.

Safety – Service – Success is our corporate philosophy at Full Throttle.

Our team of trained track coaches, customer service representatives, shift managers, area managers and operations managers have transitioned well at the facility and actively engage with guests to ensure they have a 5 star visit to our facility. The facility had a 4.3 star google rating and we are actively working to boost that up to at least 4.7 stars ..... and that is a lot of work. This industry has its challenges, and our operational procedures help the staff achieve higher standards than our competitors, and we look forward to continuing to improve all guests' experience to facility.

Our services cater primarily to the entertainment industry, yet we also provide meeting / event space for gatherings of up to 200 guests. *The unique service* of indoor go karting has been provided by JD Racing since 2012. Full Throttle has 10 years of experience in the karting industry (Cincinnati) and has already added a 4 Player, Hologate Virtual Reality system in the Novi tenant space to increase attractions for guests and is actively improving the go kart equipment that was showing age as well as minor improvements to décor and interior branding.

The facility looks great, and Full Throttle looks forward to providing unique attractions that compliment, the 12 mile crossing shopping area, the city of Novi and beyond.

**B)**

Owner, Philip Justin Lewis, opened Bluegrass Karting and Events in Louisville Kentucky in early 2011. He led that operation successfully and built a thriving business that worked with and supported his local community. In 2019 he also opened a second business in downtown Louisville (OVRDrive Games) that expanded his reach in the community and provided additional jobs. Justin joined the Full Throttle team in January of 2021 through a merger to become part of the Full Throttle family. Since joining the Full Throttle family Justin has filled the role of President of the parks, bringing his leadership skills to bear on a team of 200+ young crew members.

Justin is an inspirational leader, focusing on the individuals that work for us, as well as the individual customers that we serve. His visionary leadership has led to programs that not only help the company succeed, but focus on building winners with every interaction we have.



Novi has vast offerings now for the entertainment industry with the recent addition of I-Fly on the S. side of I-96. Full Throttle is confident that we too will be among the elite attractions the city has to offer both citizens of Novi AND the people of S.E. Michigan and beyond.

**c)**

With any business decision, costs are expensive to build a business as well as acquire a business. Considering doing any of this during a pandemic? You may think it's crazy to take over and run a business in any industry. Opportunities within stable, growth oriented geographic markets do not fall off the tree.

Owner Philip Justin Lewis represents a style of owner that is involved in every aspect of the business through constantly looking at how to innovate to improve safety, service, and success at Full Throttle. Extremely hands on to each facilities needs and improvements to create a better environment for the guests and crew.

As an out of state owner of Full Throttle Novi, Lewis and the Full Throttle Sales Associates will be engaged with local chamber of commerce programs or participating in city events, yet Lewis will be on site for any civic programs that lend themselves to network, meet and build relations with local officials. With investments such as Virtual Reality units costing over \$50,000, FTAP is committed to growing it's footprint of services over the years to come.

I hope this helps gives more insight about Philip Justin Lewis and the success he has experience in the Entertainment industry.





Answers to Questionnaire A-B

5. \*Site Plan

Please Reference site plan, approved 2012 city records showing this tenant space among 12 Mile Crossing shops. Unit C-118

6. \*Building Façade Plan

There are no changes to the previously approved site plan.

New Large Sign request has been granted 3.9.21-ZBA and city records reflect the approval. Approved sign request layout attached.

Please Reference Bldg Facade plan, approved 2012 city records showing this tenant space among 12 Mile Crossing shops.

7. \*Interior Plan with seating arrangement

There are no changes to “previously filed seating arrangement” in this request to transfer license from JD Racing to Full Throttle Adrenaline Park Novi LLC.

8. One full copy of the menu.

Menu is complete. Chips, candy, soda, ( Catering = JETS Pizza, Buddys Pizza, Holiday Market)

9. Administrative Special Land Use (-see below).

10. Provide any other information pertinent to the applicant and operation of the proposed facility that may be required by the Novi Alcoholic Liquor Ordinance, Article II.

**Full Throttle Adrenaline Park Novi LLC is an exciting facility to visit and enjoy indoor karting 12 months out of the year. Our motorsports themed facility is an attraction that bring customers typically 10-20 miles away, yet many come from over 30 miles and even Canada / Ohio. The uniqueness of what we offer is not easily done. It’s not easy to start up a kart track due to high cost of capital needed to get open. Our network of vendors, insurers and kart manufactures are of high standards to help us achieve our mission of SAFETY - SERVICE - SUCCESS!**

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Administrative Special Land Use:

**Existing Facility – Not New establishment. JD Racing has records on file at city offices, from initial city approval granted.**

Questionnaire A – Applicant Cover Information and Procedures for Liquor License

The Novi City Council will consider whether an applicant’s proposal for a liquor license is reasonable when measured against the information contained within this completed application. Please answer each question thoroughly. All answers should be typed or printed legibly and neatly in black ink. If the space provided is insufficient for a complete answer, use additional sheets of paper, following the same format used in the questionnaire and attach to that part of the application. Failure to provide all required information or attachments could result in delay or denial of liquor license. All liquor license



applications are subject to final approval by the Novi City Council. Please refer to Novi Alcoholic Liquor Ordinance, Articles I-II.

1(a). Applicant's personal information

Name: **Philip Justin Lewis**  
Address:  
Phone:

: 1(b). Business location information:

Name: **Full Throttle Adrenaline Park Novi LLC**  
Address: **44225 W. 12 Mile Rd. Suite C-118 Novi, MI 48377**  
Phone: **248.773.8777**

2. Type of liquor license applying for (circle all those that apply):  
**Class C**

Theme of Proposed Business:  
**Indoor Adrenaline Park offering indoor go karting, virtual reality, café & bar.**

3. Street address and legal description of the property where liquor license is to be located:  
**44225 W. 12 Mile Rd. C-118 Novi, MI 48377**

Legal Description:  
**Please see previously filed records for same tenant space – JDRacing.  
44225 W. 12 Mile Rd. Suite C 118 Novi, MI 48377**

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**Questionnaire B – Administrative Background Information for Liquor License**

1. What is the applicant's management experience in the alcohol/liquor business?

**Philip Justin Lewis currently is owner of 4 liquor licenses: 2 in Louisville, KY, 1 in Florence, KY and 1 in Cincinnati, OH.  
The same style of Entertainment facilities based on indoor go karting, and also offer Axe Throwing, Virtual Reality, Event Space and Bar services for both public customers and group event clientele.**

2. What is the applicant's general business management experience?

**Applicant Philip Justin Lewis has 10 years of experience in owning, operating centers in the**



Louisville, KY area. He has designed the indoor entertainment park concept focused on Adrenaline based activities. Go karting. Axe Throwing. Virtual Reality. Bar & catering services.

3. What is the applicant's general business reputation?

**Mr. Lewis has an excellent reputation in the Louisville, KY market. Long standing member of associations including local Chamber of Commerce, Business Councils, and Tourist/ Visitor Bureaus. Recognized as a top business person through Forty Under 40 program.**

4. What is the applicant's financial status and ability to build and/or operate the proposed facility on which the proposed liquor license is to be located?

**Mr. Lewis has a proven record of the Louisville, KY, Cincinnati, OH and Florence, KY Full Throttle facilities that offer multiple activities, plus bar, within its' tenant space. Positive cash flowing operations pre and post COVID and has the financial status and ability to maintain and grow businesses.**

5. What are the applicant's past criminal convictions involving moral turpitude, violence or alcoholic liquors?

**No criminal convictions nor immoral activities relating to his behavior or any liquor violations.**

6. Does the applicant use alcoholic beverages to excess?

**No, the applicant does consume alcoholic beverages.**

7. What is the effect that the issuance of a license would have upon the economic development of the surrounding area?

**Since the seller JD Racing already offered alcohol services for events and day to day guests at the facility. We see no adverse effect, and we'll continue to focus on our Safety Service Success philosophy.**

8. What effect would the issuance of a license have on the health, welfare and safety of the general public?

**We at Full Throttle Adrenaline Park Novi LLC will continue the professional operation of this indoor karting and event facility and foresee no effectual change to local health, welfare nor compromise to the safety of general public.**

9. Has the applicant received responses from the Police Department, Building Department and/or Fire Department with regard to the proposed facility?

**During our June 2021 Ribbon Cutting ceremony with Novi Chamber of Commerce I had the pleasure to personally speak with City Police Chief David Molloy, City Fire Marshal Kevin Pierce as well as Mike McCready and Victor Cardenas with City of Novi about our**



interest/efforts to seek liquor license transfer approval, and they were positive to our conversation.

We are happy to further discuss any issues with any local officials in this request to transfer process.

10. What is the public need or convenience for issuance of a liquor license for this facility at the proposed location?

**To continue the professional services to both public patrons and group event clientele. The convenient benefit will be for personal enjoyment in responsible manner as adults in a professionally run entertainment facility.**

11. What is the uniqueness of the proposed facility when contrasted against other existing or proposed facilities and the compatibility of the proposed facility to surrounding architecture and land use?

**The unique services of our adrenaline-based entertainment facility, speaks for itself. Electric Go karts that are specially designed for safety in public use setting. Uniquely, there are timing and scoring transponders onboard all go karts, so guests will know who's driving fast and who's not by live telemetry. FTAP will complement the other tenants within 12 Mile Crossing, that are adjacent to all things "Night life and entertainment already – Escape Rooms, Axe Throwing, Movies, Bars, Restaurants and shopping". Our indoor concept separates us apart from other area entertainment choices.**

12. Does the facility to which the proposed liquor license is to be issued comply with the applicable building, plumbing, electrical and fire prevention codes and zoning statutes and ordinances applicable to the City of Novi? Has applicant received information from the appropriate departments?

**Yes. Certificate of Operation / related licenses in place, no facility changes are being made.**

13. What effect will the facility to which the proposed liquor license is to be issued have upon vehicular and pedestrian traffic in the area?

**There will be no effect or change to the pedestrian traffic in the area, as the previous licensee has been operational since 2012. We will continue to maintain a professionally operated entertainment facility in the same tenant space as JD Racing.**

14. What is the proximity of the proposed business facility to other similarly situated licensed liquor facilities?

**With our indoor karting concept that is unique in so many ways, we feel very comfortable in the immediate 12 mile crossing shopping area, as it is positioned as an entertainment, dining and night life destination. The Mall Developers have realized these entertainment or bar/restaurant and night life focused venues *will increase traffic* to the mall area, helping boost traffic usually trends towards success for all those involved in the Mall location. That's why we also want to be located in this shopping, entertainment district of Novi.**





15. What is the proximity of the proposed facility to complimentary uses such as office and commercial development?

**The Tenant space is practically within walking distance to local office space and certainly within 1-2 miles of Novi's most dense office space-retail space. Our owner has targeted the commercial area that Novi and specifically the 12 mile crossing shopping area that offers both access to office and residential clientele.**

16. What effect would the proposed facility have upon the surrounding neighborhood and/or business establishments, including impacts upon residential areas, church and school districts?

**FTAP has positive effects to the surrounding area and for those who live here. FTAP is the regional leader of indoor karting with multiple locations. Opportunities for fund raising events, social gatherings and business functions are what our Special Events team thrives on; to assist any event planner hoping their event lands in the "Winners Circle". Our professional motorsports-oriented facility is an attraction of its own. We do offer charitable giving programs that inspire good grades with our FREE RACE for students who get all "A's", and monthly donations to recognized local charities, churches, schools and unique fundraising events. FTAP is very much a community minded business and actively hires local staff to work at our facility.**

17. What proposed or actual commitments are being made by the applicant to establish permanency in the community?

**First off, the sheer venture of purchasing a business is a feat in and of itself that shows commitment. FTAP signed an assumption of lease document, as well as option to renew for another 10 years to continue lease through 2033**

18. What utilities are available to serve the facility?

**The tenant space is 9 years old and has all proper utility services including Electric Service, Natural Gas, Internet and city water.**

19. What other factors should the Novi City Council consider?

**Full Throttle is excited to be part of the Novi community. We have a history of working with City and neighbors at our other facility to build stronger communities and increase commerce around us all. It is our goal of Safety Service & Success as we continue to deliver a great guest experience, grow our awareness in this region, bring more guest into Novi and spend their entertainment dollars here!**

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cityofnovi.org

Receipt: 10492

12/08/21

Page

**FULL THROTTLE LL TRANSFER  
BANFIELD, NORAN, LEWIS, ECKRICH**

**The sum of: \$1,840.00**

**AARON BANFIELD**

**11725 COMMONS DR  
CINCINNATI OH 45246**

**LIQUOR LL XFER X 4**

**1,840.00**

**Total 1,840.00**

**TENDERED:**

**CREDIT CARD**

**c439a0a7-6d12-4acd-beea-aba!**

**1,840.00**

**Credit Card Fee**

**c439a0a7-6d12-4acd-beea-aba!**

**55.20**

Signed: \_\_\_\_\_



GRETCHEN WHITMER  
GOVERNOR

STATE OF MICHIGAN  
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS  
LANSING

ORLENE HAWKS  
DIRECTOR

October 21, 2021

Full Throttle Adrenaline Park-Novi, LLC  
c/o Attorney Kelly Allen  
(email: [kallen@anafirm.com](mailto:kallen@anafirm.com))

**RID #2110-18373**

**Reference/Transaction:** Transfer All Membership Interest by dropping existing member Aaron Banfield; and as a result, new member Full Throttle Adrenaline Parks, LLC (An Ohio Limited Liability Company) will hold 100% membership interest, in conjunction with 2021 Class C licensed company with Sunday Sales Permit (PM), Direct Connection-1, Participation Permit with JD Racing Indoor Karting, LLC and 2 Bars, located at 44225 W. 12 Mile Rd., Ste. C-118, Novi, MI. 48377, Oakland County.

Please let this letter serve as notice the Michigan Liquor Control Commission has authorized this application for a license.

**Applicant/Licensee:** Full Throttle Adrenaline Park-Novi, LLC

**Business address and phone number:** 44225 W. 12 Mile Rd., Ste. C-118, Novi, MI. 48377, Oakland County

**Home address and phone number of partner(s)/subordinates:** Full Throttle Adrenaline Parks, LLC, 11725 Commons, Springdale, MI. 48246 (C) 313-598-5278

As part of the licensing process, an investigation is required by the Michigan Liquor Control Commission Enforcement Division. The Enforcement investigation will be conducted from the following designated District Office:

**Southfield District Office (313) 456-1170**

You may contact your designated District Office regarding any appointments or questions on documentation requested by the Investigator. **Failure to provide requested information or to keep scheduled appointments will cause the application to be returned to the Lansing office for cancellation.**

Since this request is a transfer under MCL 436.1529(1), approval of the local unit of government is **not required**. However, a copy of this notice is also being provided to **Local Governmental Unit** should they wish to submit an opinion on the application or advise of any local non-compliance issues.

Under administrative rule R 436.1105, the Commission shall consider the opinions of the local residents, local legislative body, or local law enforcement agency with regard to the proposed business when determining whether an applicant may be issued a license or permit.

Under administrative rule R 436.1003, the licensee shall comply with all state and local building, plumbing, zoning, sanitation, and health laws, rules, and ordinances as determined by the state and local law

enforcements officials who have jurisdiction over the licensee. The licensee must obtain all other required state and local licenses, permits, and approvals before using this license for the sale of alcoholic liquor.

Approval of this license by the Michigan Liquor Control Commission does not waive any of these requirements.

MICHIGAN LIQUOR CONTROL COMMISSION  
Retail Licensing Division  
(866) 813-0011

jmm

cc: Novi City Council