

# K1 Background



Carlsbad was first location in the country, opening in 2003!

Has since grown to 35 locations nationwide.

NO California locations currently sell alcohol (in fact only 2 locations in Chicago do).

Carlsbad location requires a change to it's Conditional Use Permit (CUP) if alcohol is allowed.

## California Locations:

CALIFORNIA

[ANAHEIM](#)

[BURBANK – OPENING 2017](#)

[CARLSBAD](#)

[DUBLIN – OPENING 2017](#)

[IRVINE](#)

[ONTARIO](#)

[SACRAMENTO](#)

[SAN DIEGO](#)

[SAN FRANCISCO](#)

[SANTA CLARA](#)

[TORRANCE](#)



# K1 Goals and Philosophy

## OUR BACKGROUND, GOALS, PHILOSOPHY AND MORE

Indoor karting has grown into a large industry over the last several years, not only within California, but across the nation, and we pride ourselves on playing a part. K1 Speed was one of the first companies to bring **electric karts** and **indoor go kart** tracks to Southern California, and since our first location opened in Carlsbad in 2003, we have witnessed an explosion in the market. We see the expansion of the industry as a validation of the sport, which as fans and participants is something that we appreciate. At K1 Speed, we are dedicated to the sport of karting, which is why we operate kart racing centers nationwide; as enthusiasts of the sport, our aim is to make it as accessible as possible!

The premise behind the creation of K1 Speed was to offer enthusiasts and amateurs alike an authentic and genuine racing experience in a safe, comfortable, accessible and perhaps most importantly, unique environment. Utilizing advanced European electric karts and indoor asphalt tracks, K1 Speed quickly developed a reputation as being fun and exciting, and our growth has been continuous since we first opened our doors. In addition to our Arrive and Drive racing option, which allows individuals to visit our **indoor karting** centers anytime and experience the thrill of racing, we also offer racing leagues and a variety of packages for corporate events and group parties, which have proven quite popular. To meet the needs of customers and **kart racing** enthusiasts who demand more, we also have a Pro Shop – K1 Race Gear – which carries everything that a karter might need to compete at the track. At K1 Speed, our goal is to be synonymous with karting, and we think that we are on our way!

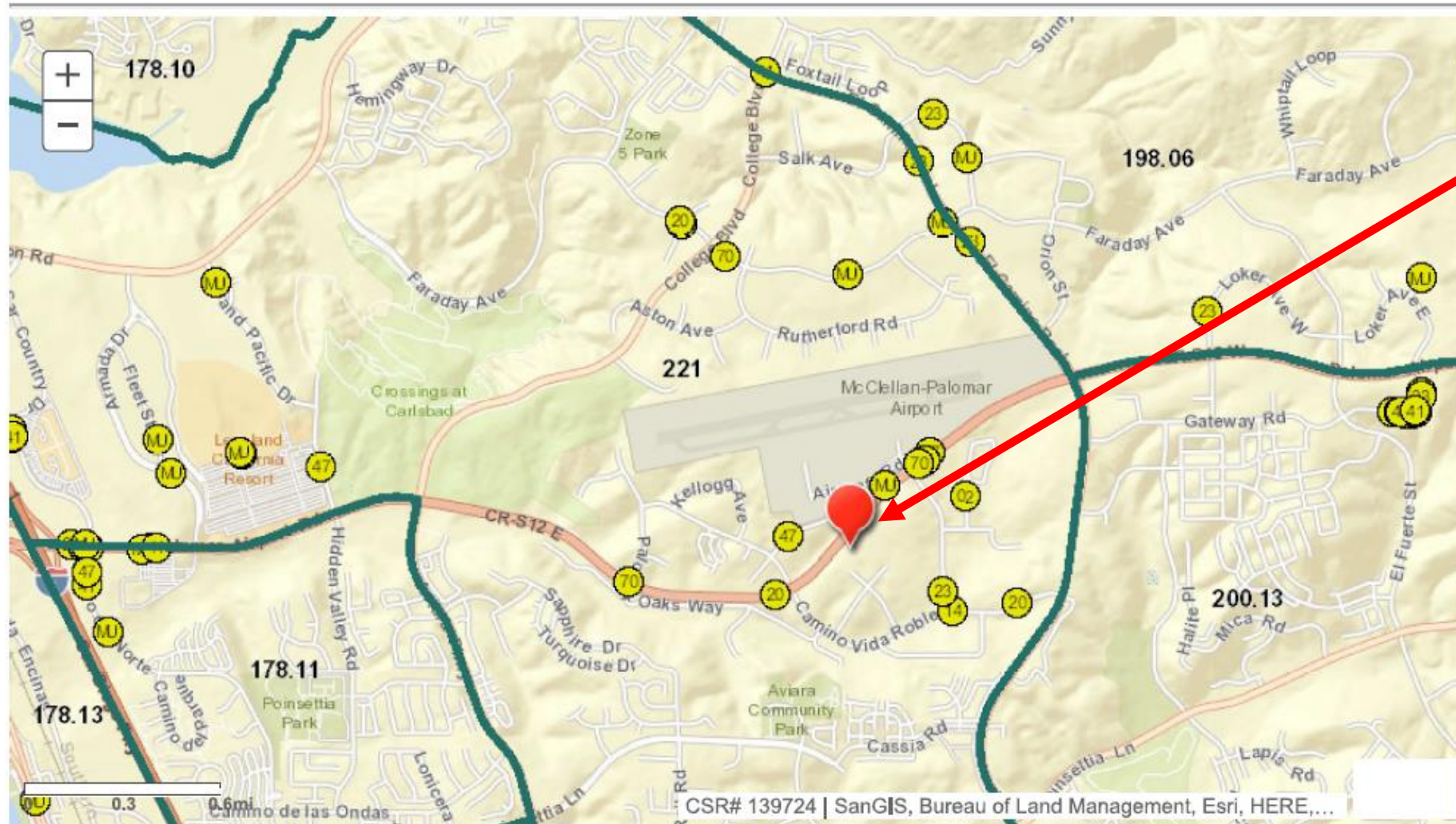
<https://www.k1speed.com/about-us.html>

**Alcohol sales and service is serious business! Does it really fit in this business model, which is “dedicated to the sport of karting”?**



# Alcohol Licensed Businesses in Carlsbad

Address:   
Census Tract:  City:

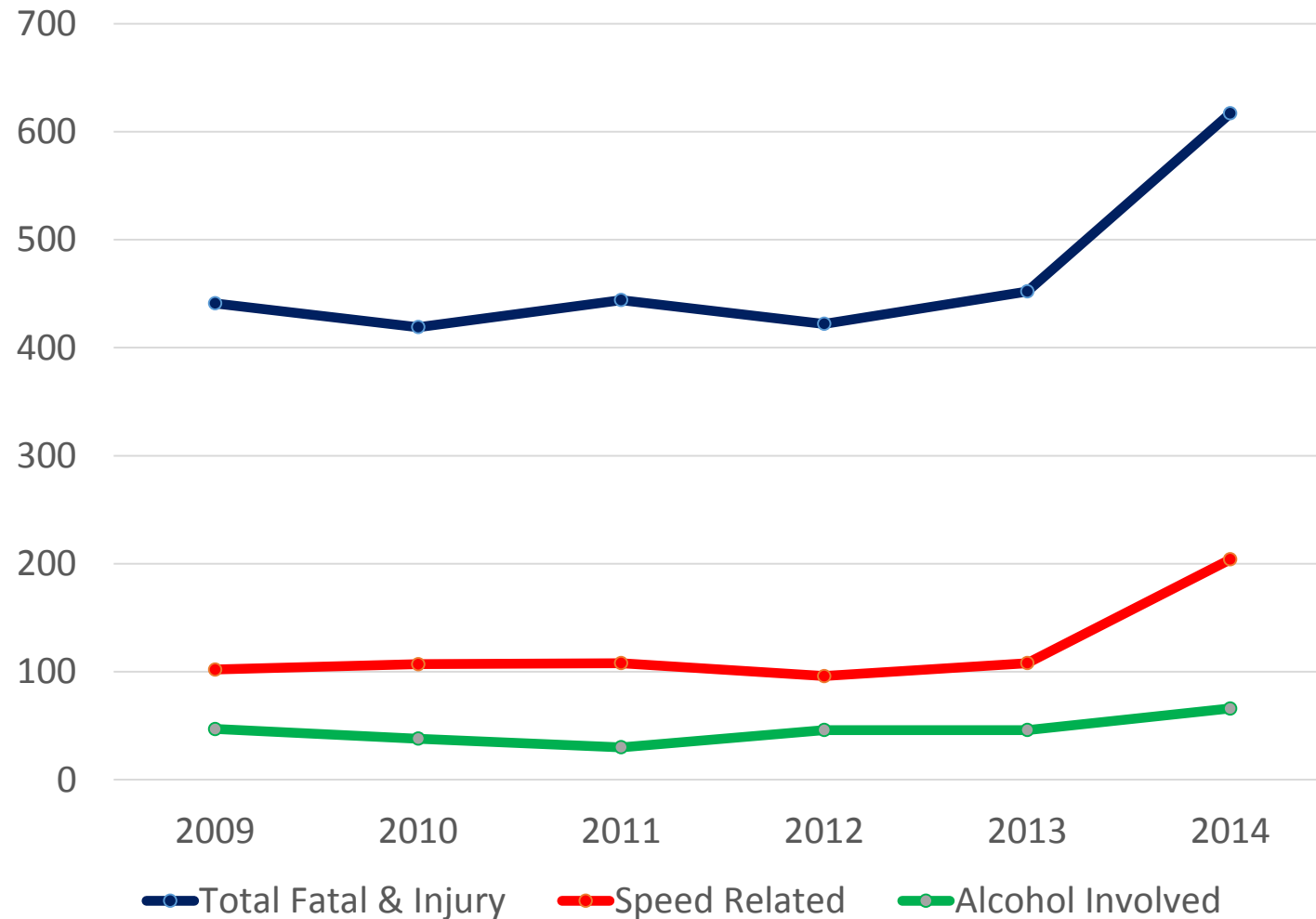


**K1 Speed**  
**6212 Corte Del Abeto**

Carlsbad has nearly 150 on-sale licenses for bars, restaurants, and breweries, and over 30 of them have been issued since 2015

# Data from the Office of Traffic Safety (2009-2014)

## Carlsbad Motor Vehicle Crashes



### From 2009-2014:

- Nearly 2800 people injured or killed in motor vehicle crashes
- Over 700 speed related
- 273 alcohol-related (and over half by drivers under 35)


# K1 Speed in Carlsbad – What are people saying?

## Community Input – Should Alcohol Be Sold at K1 Speed?

K1 Speed, an indoor go-kart racing venue in Carlsbad, is applying for a license to sell beer and wine. The North Coastal Prevention Coalition is seeking community input and feedback. Your responses can remain anonymous.

1. Have you ever been to K1 Speed go-kart racing in Carlsbad? (Circle ONE)  
YES                      NO                      Not sure
2. Do you support K1 Speed's request to sell alcohol (beer and wine) at their Carlsbad location? (Circle ONE)  
YES                      NO                      Not sure
3. What concerns (if any) do you have about the sale of alcohol at K1 Speed? (Select all that apply)
  - Promoting racing and alcohol sends a mixed message
  - Customers driving after drinking (DUIs)
  - Other (please describe) \_\_\_\_\_
  - Sales to minors / underage drinking
  - Unsafe environment for youth and/or other drivers
  - Drunk/unruly customers
  - All of the above
  - No concerns
4. City where you live:     Vista     Oceanside     Carlsbad    Other: \_\_\_\_\_
5. What is your age?     17 or younger     18-20     21-25     26-35     36-45     46-65     66 or older
6. What is your gender?     Male     Female    Other: \_\_\_\_\_
7. (OPTIONAL) Please notify me when this issue comes before the Carlsbad City Council (tentatively July 11)  
Name: \_\_\_\_\_ Email: \_\_\_\_\_

SHOULD ALCOHOL BE SOLD AT K1 SPEED?  
WE WANT TO KNOW YOUR OPINION!



For more info please visit  
[northcoastalpreventioncoalition.org](http://northcoastalpreventioncoalition.org)  
and take our online survey!  
<https://www.surveymonkey.com/r/K1Speed>

Alcohol is associated with the leading causes of death for teens and young adults including motor vehicle crashes, homicides, suicides and unintentional injuries.

# K1 Speed in Carlsbad – Preliminary Results

- Nearly 250 responses, just over half have been to K1 Speed.
- 70% opposed to alcohol at K1 Speed; just under 20% support.
- Top concerns:
  - Customers driving after drinking (56%)
  - Promoting racing and alcohol sends a mixed message (52%)
  - Unsafe environment for youth and/or other drivers (51%)
- 66% of respondents are Carlsbad residents, primarily adults.

# K1 Speed in Carlsbad – Comments Opposed

- *It's a HORRIBLE idea to sell alcohol there!!!*
- *I urge you to not allow the sale of alcohol at K1 Speed*
- *This sets a dangerous precedent for K1 Racing locations across the state*

# K1 Speed in Carlsbad – Comments Opposed (cont.)

- *I've been here many times, love the venue. Alcohol would RUIN the family environment and send a dangerous and irresponsible message to impressionable youth.*
- *I don't know why we need to promote alcohol w/ kids play places (I know adults can play there too) but what msg. are we promoting to our youth? Alcohol has to be consumed to have a good time? Things aren't fun w/out alcohol? Come on parents you don't need a beer or wine at EVERY function. Just enjoy your kids in real life not a numbing altering state of mind.*
- *K1 speed - an establishment where fast driving is the center of their business - should not be allowed to sell alcohol, it promotes 2 behaviors that should never mix.*



# K1 Speed in Carlsbad – Comments Support

- *I like K1 speed. As long as the drinking is only allowed AFTER racing and not before, I think this would be a fun idea.*
- *Seems very much like a bowling alley, they have bars, server adults, have kids and adults side by side. Give a guy a brake, have a beer while the kid drive around.*
- *If restaurants and bars can sell alcohol, why can't K1?*