



CITY OF NOVI CITY COUNCIL
AUGUST 11, 2025

SUBJECT: Approve to purchase a shooting lane upgrade system for the Novi Firearms Training Center (FTC) from Action Target in the amount of \$154,950.

SUBMITTING DEPARTMENT: Public Safety – Police Department

KEY HIGHLIGHTS:

- Purchase will be made through the Gun Range Facility Fund.
- Upgrades were planned and included in the CIP in FY 25/26 Project # 93
- Action Target has been providing service to the FTC since 2008
- Action Target is expected to stop producing and servicing the hardware at our range now that the technology is sixteen years old

FINANCIAL IMPACT

	FY 25/26	Total
EXPENDITURE REQUIRED	\$ 154,950	\$ 154,950
BUDGET		
1. Gun Range Shooting Lanes Upgrade (409-303.00-976.232)	\$ 167,500	\$ 167,500
APPROPRIATION REQUIRED	\$ N/A	\$ N/A
FUND BALANCE IMPACT	\$ 0	\$ 0
<ul style="list-style-type: none">• Purchase made through the Gun Range Facility Fund• No impact to Fund Balance		

BACKGROUND INFORMATION:

Included in the 2025-26 Gun Range Budget was the purchase of a shooting range system upgrade for the Firearms Training Center. The Novi Police Department Firearms Training Center (FTC) was built in 2008 with technology that was state of the art at the time. Action Target provided the hardware and software to operate eight shooting lanes. Since the FTC was built, the amount of usage has significantly increased. The increased usage has increased the wear and tear on the range lanes and associated hardware. The Novi Police Department has been proactive in

maintaining the range by utilizing the "gold maintenance plan" from Action Target. This plan involves a technician inspecting and providing needed repairs to the range on a quarterly basis. This aggressive maintenance plan has allowed the range to be operating at nearly 100% since 2019. However, Action Target is expected to stop producing and servicing the hardware at our range now that the technology is sixteen years old. New components have been developed that can enhance the abilities of the range. They have also upgraded their software that runs newly constructed ranges so that the software currently used at the FTC is out of date.

The recommended upgrade would provide eight pilot turning wireless retrievers. These retrievers turn 360 degrees and have edging and teasing capabilities for a dynamic shooter experience. The retrievers are wireless and can be pre-programmed with training scenarios and our qualification course. These retrievers also have an onboard camera for performance viewing. The upgrade provides SmartRange Axis-Range Controls. This system can wirelessly control all eight lanes. New programs can be created with this control, which can be saved to individual files. Lane management allows range staff to schedule lane time and provides the range safety officer with real-time information for safety and training. These features are all enhancements compared to the current system.

Parts and labor are covered by a three-year warranty from Action Target. It is expected that the installation time will be approximately twelve working days. Action Target's new system will integrate into the existing structure that is already installed at the range. Using Action Target's system will allow for cost and time savings as there will be no need to modify the existing hanging structure. Action Target has proven to be a reliable partner in building and maintaining the range since 2008. Continuing the existing relationship with Action Target should continue to yield positive results.

Technology has advanced over the years for both the hardware and software for gun ranges. The FTC should be modernized to meet current industry standards with the package proposed by Action Target.

RECOMMENDED ACTION: Approval to purchase a shooting lane upgrade system for the Novi Firearms Training Center (FTC) from Action Target, sole source provider, and through a General Services Administration (GSA) contract in the amount of \$154,950.

MEMORANDUM



TO: ERICK W. ZINSER
DIRECTOR OF PUBLIC SAFETY/CHIEF OF POLICE

FROM: ADAM ELSER, LIEUTENANT

SUBJECT: RANGE PROPOSAL

DATE: JULY 16, 2025

The Novi Police Department Firearms Training Center (FTC) was built in 2008 with technology that was state of the art at the time. Action Target provided the hardware and software to operate eight shooting lanes. Since the FTC was built, the amount of usage has increased greatly. The United States Customs and Border Protection (CBP) has utilized the FTC on a regular basis for several years. In addition, the range has been utilized by the United States Secret Service, Saint John's Providence Park Hospital Security, The Citizens Police Academy, civilian concealed pistol license shooters, international delegates, and the Southwest Oakland Special Response Team. The increased usage outlined above has increased the wear and tear on the range lanes and associated hardware. The Novi Police Department has been proactive in maintaining the range by utilizing the "gold maintenance plan" from Action Target. This plan involves a technician inspecting and providing needed repairs to the range on a quarterly basis. This aggressive maintenance plan has allowed the range to be operating at nearly 100% since 2019. However, Action Target is expected to stop producing and servicing the hardware at our range now that the technology is sixteen years old. New components have been developed that can enhance the abilities of the range. They have also upgraded their software that runs newly constructed ranges so that the software currently used at the FTC is out of date.

A quote was obtained from Action Target to upgrade the shooting lanes at the FTC. The upgrade would provide eight pilot turning wireless retrievers. These retrievers turn 360 degrees and have edging and teasing capabilities for a dynamic shooter experience. The retrievers are wireless and can be pre-programmed with training scenarios and our qualification course. These retrievers also have an onboard camera for performance viewing. The upgrade provides SmartRange Axis-Range Controls. This system can wirelessly control all eight lanes. New programs can be created with this control which can be saved to individual files. Lane management allows range staff to schedule lane time and provides the range safety officer with real time information for safety and training. These features are all enhancements compared to the current system.

Parts and labor are covered by a three-year warranty from Action Target. It is expected that the installation time will be approximately twelve working days. The price for the

upgrade is \$154,950. Action Target provided a sole source provider letter which is attached. Their General Services Administration (GSA) contract is also attached. Action Target's new system will integrate into the existing structure that is already installed at the range. Using Action Target's system will allow for cost and time savings as there will be no need to modify the existing hanging structure. Action Target has proven to be a reliable partner in building and maintaining the range since 2008. Continuing the existing relationship with Action Target should continue to yield positive results.

The FTC has served the Novi Police Department well since it was built in 2008. Technology has advanced over the years for both the hardware and software for gun ranges. The FTC should be modernized to meet current industry standards with the package proposed by Action Target.

ATTACHMENTS

Action Target Proposal
Action Target GSA Contract
Action Target Sole Source Letter

July 14, 2025

Novi Police Department

Lt. Elsen,

Thank you for your interest in the Action Target PILOT Wireless Target Retriever and SmartRange AXIS Control Systems. Each of these specific products were invented by Action Target and have been patented / copyrighted accordingly.

Because of extensive work with federal and military agencies, and unique line of patented products, Action Target is the only complete target and range manufacturer that has been given a singular source GSA contract (GSA #GS07F0482Y) by the federal government. Action Target is the sole manufacturer of all Action Target branded products and have copyright and/or patent protection on almost all the major items we manufacture.

At this time, Action Target products are only offered direct from the factory and not available through any other distributors. We are also the sole authorized installer for Action Target products. We look forward to working with you, and hope that you will not hesitate to contact us with any questions or concerns.

Sincerely,

Wyatt Davis



BETTER EQUIPPED. BETTER PREPARED.™

📍 3411 S Mountain Vista Pkwy Provo, UT 84606 📞 801.377.8033 📠 801.377.8096 🌐 ActionTarget.com

ACTION TARGET PROPOSAL



Novi PD, MI- 8 Pilot Upgrade

Quotation Number: 152635

Prepared by: David Blocker

Territory Manager: Wyatt Davis



3411 Mountain Vista Pkwy, Provo Ut 84606
ActionTarget.com | 888.377.8033

Complete Retriever Upgrade Package		Price
Bay 1- 25 Yd, 8 Lanes. (30'W x 75'L x 10'H)		\$154,950.00
(8) Pilot Turning Wireless Retriever - US Patent 11029134B2 <ul style="list-style-type: none"> • 360-degree target turning, edging and teasing for dynamic shooter experience • Pre-programmed with games, training scenarios and qualifications • Wireless Retriever (No drive cables down range) • Onboard camera for performance viewing • 3/8" AR500 Protective shield with Strike Watch technology to protect your equipment • User friendly local touch screen control • Hidden target clamp to reduce maintenance costs and lane downtime • Onboard dynamic white, red and blue LED lighting • Customer to provide internet connection 		
SmartRange Axis - Range Controls – US Patent 10876821B2 <ul style="list-style-type: none"> • (1) Fixed 15" Master Control Screen to simultaneously control all lanes • (2) Wireless Tablet Control Screens • Program/Lane management tool which allows training staff to run all lanes from a wireless tablet. • Allows for the creation of new programs which can be saved to individual files. • Lane management tool to allow range staff to schedule lane time and provides the RSO real time information for safety and training. 		
<p>*Not included by Action Target: All conduits and providing/pulling low voltage wire as specified in the ATI Drawings.</p>		
Action Target Factory Installation (Standard Wages) with demolition of existing equipment *Customer Responsible for Disposal* Shipping Taxes included		
Trusted Partner 3-Year Warranty <ul style="list-style-type: none"> - Comprehensive Trusted Partner Warranty covers both parts and labor due to manufacturing or product defects. 		\$0.00
Not Included By Action Target <ul style="list-style-type: none"> • All conduits and providing/pulling low voltage wire as specified in the ATI Drawings. • General construction or site work such as concrete pads, overhead hanging structure, electrical, or internet services/requirements. • Excludes Union and prevailing wages. • Disposal of existing equipment. 		\$0.00
Total		\$154,950.00

PROPOSAL DATE 7/14/2025

PROPOSAL VALIDITY 30 days from 7/14/2025

- PAYMENT TERMS**
1. PO with Milestones
 2. ATI reserves the right to adjust installation costs based upon the actual site conditions encountered.
 3. Unless explicitly itemized, price does not include bonds, fees, assessments, licenses, permits, mandatory wage requirements, other regulatory costs that may be applicable to the job site, or anything else not expressly identified in this proposal.
 4. Price applies to range equipment and systems only. It does not include site preparation, construction, trusses/baffle supports, electrical, conduit, or any other work not directly contained in ATI's scope of work.

Steel Pricing Terms

The Parties acknowledge that the Total Contract Price includes an estimated costs for steel to be utilized in the ATI equipment being provided as part of this Agreement. If the actual price for steel at the time ATI orders the steel for this project is less than the amounts estimated in the current Total Contract Price, ATI agrees to adjust the Total Contract Price accordingly and credit Customer the difference. ATI will utilize the "Notice to Proceed" as the time frame to asses the cost of steel for the project, including Industry Indexes and then current quotes from ATI's steel suppliers.

HVAC Terms

If any changes to scope, design, or layout are requested by the Customer which require a change to be made to the HVAC equipment ordered after the contract execution, customer agrees to pay ATI for any increased costs incurred from such changes. Also, if drawings are not approved by customer within five (5) months of signed contract, customer agrees to pay ATI the difference in HVAC equipment pricing. Current HVAC equipment cost increases estimated to be between 2% and 5% per month. "

- SHIPPING TERMS**
1. FOB destination: prepaid.
 2. Shipping costs are estimates and subject to change; actual shipping costs will be subject to availability and rates at time of purchase.

- DELIVERY & INSTALLATION TERMS**
1. Manufacturing shall take no fewer than 16 weeks.
 2. Action Target Full installestimated 12 working days.
 3. Installation cost is based upon having forklift and scissor lift access. If forklift and scissor lift access is not available, the installation cost will increase.

**CUSTOMER
RESPONSIBILITIES**

1. Customer to provide, at their sole expense, internet/Wi-Fi access to the range prior to and during installation. Customer is required to continue to provide Internet/Wi-Fi access throughout the life of the range to ensure remote access for equipment diagnostics and servicing.
2. Buyer to verify the ceiling structure within the range is capable of containing any errant type secondary bullet impacts.
3. All conduit, A.C. wiring, A.C. electrical connections, lighting, and any duct work is specifically excluded from this proposal and scope of work. If conflict with HVAC, plumbing or electrical equipment occurs, it will be the owner's / contractor's responsibility to resolve issues in a timely manner. Any delays from these may require a change order for additional install time.
4. Engineered stamped drawings for all hanging points, seismic engineering/components and/or ATI provided equipment.
5. Permits, licenses, special insurance requirements, bonds (when applicable), regulatory costs, or any other special fees unknown at this time.
6. Concrete work including slabs, footings, and walls, floor trenching and wall notching (if applicable).
7. Structural work of any kind, including structural supports, canopies, etc.
8. Engineering of ceiling or roof structures, trusses, beams cross-members, columns or pillars to accommodate baffle, trap, target systems, lighting and HVAC equipment weight loads. Weights and load points will be provided in ATI drawings for utilization by the general contractor, engineer or architect.
9. Drop ceiling behind the safety ceiling at the firing line or other light fixtures in this area.
10. Temporary lighting and power (including 3 phase, if necessary).
11. Supplying of electrical services, electrical outlets, conduit(s), junction boxes, disconnects, stub-outs and lighting of any kind.
12. 120-volt power to the control panel, control conduits, and dedicated analog phone line to DDC panel, labor to assist ATI's control technician with pulling in all necessary low voltage cable (all control conduits are required to have pull strings installed prior to arrival of ATI's start-up technician), labor and hardware to install DDC control panels in the building and on the roof, dedicated 120-volt circuit to the control pipe and wire for the evaporative cooler section fill and drain valves.
13. Power and disconnect switches to all equipment per local code and manufacturer's requirements on the equipment, VFDs for the electrical contractor to mount and wire (ATI will only supply low voltage wire connections).
14. Range lighting controls and wiring. (unless specifically called out in quote)
15. Gas, water, and drain piping to the ventilation equipment set by ATI;
16. Cutting, coring, sealing and/or patching of any wall surfaces, roof surfaces, and or concrete (if applicable).
17. Additional fees related to "customization" of product or work otherwise identified as "custom".
18. Action Target MUST have temporary internet access at the facility to program HVAC controls. HVAC maintenance personnel must be present for commissioning to learn troubleshooting for post sign-off.
19. Any other work, materials or equipment that is not expressly included in the ATI Work.
20. Disposal of construction waste.

21. Wash area and restroom facilities.

**ACTION TARGET
RESPONSIBILITIES**

1. Consultation and recommendation of optimal range design.
2. Design of ranges for complete ballistic containment.
3. Procurement, engineering, cutting and painting of ballistic steel plate.
4. Manufacture of targets and control systems.
5. Provision of sound attenuation material as called out on ATI drawings.
6. Design, engineering, and supply of HVAC systems provided by ATI. (if applicable to this project)

**CONFIDENTIALITY
COPYRIGHT &
REPRODUCTION**

This proposal is submitted by Action Target Inc. Any and all information, drawings, specifications and other design documents contained herein is the property of Action Target Inc. and shall not for any reason, whether tangible or intangible, be disclosed, duplicated, or used, in whole or in part, for any reason other than to evaluate this quote.

**TERMS &
CONDITIONS
CLAUSE**

This is a summary of standard Action Target Inc. Terms and Conditions. Action Target Inc. reserves the right to change, modify or add to these Terms and Conditions in the final customer contract.

TRUSTED PARTNER WARRANTY™

3-YEAR COMPREHENSIVE COVERAGE

Action Target's 3-year Trusted Partner Warranty is peace of mind for gun ranges. It is uninterrupted training for those that serve. It is a resounding pledge from Action Target to its customer's success as the Trusted Partner at Every Level™.

Our Promise

The comprehensive Trusted Partner Warranty covers both parts and labor due to manufacturing or product defects.



LEARN MORE

ActionTarget.com/TrustedPartnerWarranty

CORE PRODUCTS COVERED

- Genesis™ Target Retriever
- Pilot™ Target Retriever
- SmartRange Axis™ Range control
- DRM Pro™
- Shooting Stalls
- Rubber Berm Trap
- Line of Fire™
- Vortex™ Steel Trap
- Baffles and Deflectors
- Turning targets
- Auto Targets™
- MATCH™
- TAC House™



Customer Support

24/7 Support | Remote Access | Inventory | Nation-Wide Reps | 3-Year Warranty

Action Target is always on call to help with warranty issues. Many items are remotely accessible, allowing us to quickly trouble shoot. We also maintain inventory to minimize service time.



PILOT™

SIMPLE, SMART, WIRELESS

The Pilot satisfies the need for a robust wireless retriever at a reduced cost. Options include simple out and back functionality or 360° turning with pre-loaded games and training drills. An integrated camera and target lighting provide an enhanced shooter's experience.

Engaging Shooters

Pilot features preloaded games and drills developed by leading firearms trainers. An integrated 360° turning clamp physically exposes and conceals the target for specific or random amounts of time. This enables shooters of any skill level to be challenged.

Strike Watch™ Technology

Pilot incorporates Strike Watch technology to detect strikes on the carrier, automatically protecting your investment. When shot, all lights strobe and the shooter is warned. After subsequent strikes on the carrier, the session is terminated.

Low-Maintenance Design

Pilot is a wireless target retriever, eliminating the need for cables and bus bars downrange. In addition, it features a hidden clamp and a front shield made from 3/8" AR500 steel. These features eliminate expensive repairs, ensuring low cost of ownership.

Streamlining Technology

The Pilot interface was specifically designed for intuitive out and back navigation. It also displays the target on the local control screen.

Hidden Clamp

The 360° turning clamp is concealed inside the carrier. This eliminates expensive and time-consuming maintenance, which is a common requirement for exposed metal down riggers. An economic 2-part backer interfaces with the clamp, enabling dynamic target presentation.

Action Target Connected

Pilot is connected to SmartRange Axis™ range control software through Action Target's cloud network. This allows Action Target to update content remotely, troubleshoot on the fly, and provide expedited customer support.

Outdoor Range Capable

The Pilot X series is an upgrade version engineered to operate outdoors in inclement weather and above-freezing environments. Benefiting from electronics rated at IP64, a weather-resistant retriever, an all-weather track, and additional features make it the perfect choice for ranges worldwide, even in the most remote and extreme locations.



LEARN MORE

ActionTarget.com/Pilot

FEATURES

- SmartRange Axis Compatible
- Strike Watch Technology
- 100% Wireless Functionality
- Optional Integrated Target Camera
- Hidden Target Clamp
- Integrated Carrier Lighting: White & Police Strobes
- Easy-to-Use Control Interface
- Plug and Play Upgrades
- 3/8" AR500 Steel Deflector Plate
- Outdoor Range Capable



SMARTRANGE AXIS™

ENHANCED RANGE CENTRAL CONTROLS

SmartRange Axis™ is a powerful range management solution allowing for remote access to your range for quick diagnosis and service, integrated control platform that puts all your equipment at your finger-tips, user friendly simple and intuitive interface for customers and staff, wireless, security with administrative login, lane management controls, industrial grade tablet, with multiple tablet control options, maximizing range usage and user experiences.

Lane Management

SmartRange Axis' Lane Management is second to none, offering the ability to enter shooters' names, assign unique permissions, and designate lane time limits.

Unique Permissions

User profiles are created by ranges and assigned to shooters at check-in. Each user profile carries unique permissions for program access and editing, lighting control, and equipment features. This allows ranges to tailor each session based on criteria such as range staff roles, membership level, etc.

Program Creation

Build dynamic programs and organize them by folder. Control exposure time, edge time, and cycle count. Or establish random parameters for a truly unpredictable and challenging training session.

Lighting Controls

Control stall and carrier lighting from one central location for an unmatched experience in training and an enhanced look and feel for any range.

Timed Drills

Set up and execute timed drills with customized target exposure times, cycle counts, and retriever speed for training or qualification.

Action Target Connected

SmartRange Axis uses a range server that connects with Action Target's cloud network. This provides access to analytics, remote troubleshooting, system improvements, and content updates for improved and streamlined business processes. As the building block for the future, Smart-Range Axis will continue to grow and serve as a central element for all range operations.

HVAC Management

Utilize a user-friendly control of your HVAC system, optimizing heating, cooling, and the safe removal of smoke and harmful containments like airborne lead and carbon monoxide from your range; while maintaining the necessary negative pressure to other areas of your building, preventing the spread of those same harmful containments. HVAC controls also allow you to monitor the health of your filters to keep your system running as efficiently as possible.

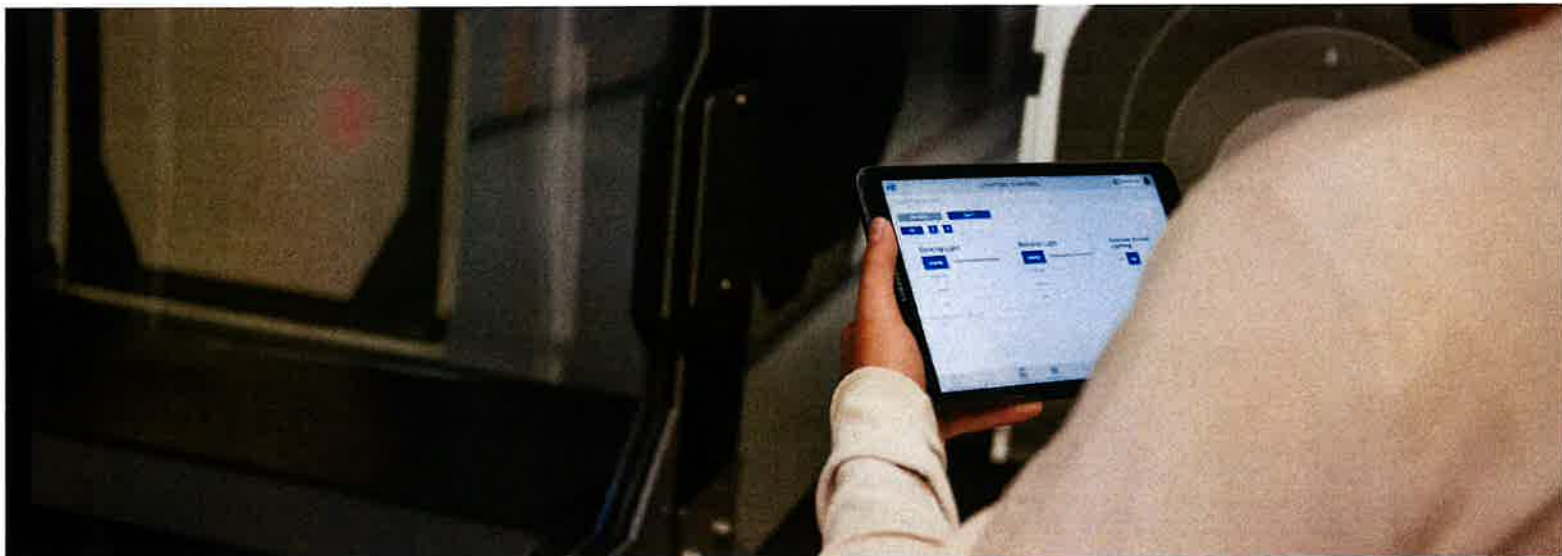


LEARN MORE

ActionTarget.com/SmartRange

FEATURES

- Central Master Range Control
- Lane Management
- Unique Permissions/User profiles
- Action Target Connected Remote Access
- Program and Timed Drill Creation
- HVAC Management
- Stall and Carrier Lighting Controls
- Language support options



AFTERMARKET SERVICES

TURNKEY CONVENIENCE, COMPLIANCE, AND SAFETY

Managing a range requires a lot of effort and attention to detail. Action Target eliminates much of that effort with our turnkey range solutions. From scheduled maintenance and cleanings to managing metals recycling and compliance documentation, Action Target's services streamline your operations.

Recycling & Disposal Programs

Metals Recycling

Recycling your metals with Action Target is easy and efficient. Simply contact Action Target to schedule a pickup. We will be there within 72 hours, at which time your London Metals Exchange (LME) spot pricing will be locked in.

- **Fast and Convenient Pickup**
- **Simple Brass and Lead Packaging**
- **Best in Class Payment Structure and Loyalty Bonus**
- **10% BONUS for Action Target equipment and services**

Range Waste Disposal

Genesis is connected to SmartRange Axis™ range control software through Action Target's cloud network. This allows Action Target to update content remotely, troubleshoot on the fly, and provide expedited customer support.

Rubber Berm Trap Cleaning

Transparent pricing

Action Target uses a simple, transparent, all-inclusive pricing structure based on the size of your trap to give you the best return on your metals. 100% of the metals value belongs to you. Opt for a check or credit at our store with a 10% loyalty discount. Store credit can be applied to Action Target products, services, and range equipment.

Proprietary Process

We have developed a proprietary process to clean your rubber berm traps with the safety and profitability of your range in mind.

Convenience

This complete turnkey solution integrates with our Metals Recycling and Filter Disposal Programs. We also provide all the necessary containers, pallets, packaging, and other transport materials, simplifying your role in the process.

Maintenance & Cleaning Programs

Range Visits

Action Target works with you to build a plan that determines the appropriate number of annual visits your range requires. These visits include a number of specialized services to keep your range running at peak condition.

Range Cleaning

With staff and client safety as our top priority, we provide cleaning services to help you maintain a safe and sanitary range.

Range Maintenance

We provide resources to help you maintain your range. From maintenance schedules to operation and maintenance manuals, we ensure you are prepared to properly care for your equipment.

Action Target Store



Paper and Cardboard Targets

With more than 1,000 target designs, we offer a greater selection than anyone else in the industry.



Target Backers

We stock a variety of backers to fit any target system.



Steel Targets

We offer a wide variety of innovative steel targets.



Eye and Ear Protection

Keep your customers safe with quality ear and eye protection designed for target shooting and tactical situations.



Firearm Storage and Cleaning

Keep your rental guns secure and working smoothly with our selection of firearms storage, cleaning, and lubrication gear.



Range Cleaning Products

Keep your range safe and clean with products designed to remove lead from hands, shoes, floors, and other surfaces.



HVAC Filters

Specifically designed to filter lead and high loading conditions found in indoor firing range applications.

Customer Support

24/7 Support

Action Target Customer Service is always on call and ready to help with warranty issues, replacement parts, and anything else you need to keep your range running at peak performance. We stand behind our work and we stand behind you.

Nation-Wide Representatives

Regionally-located customer service technicians provide fast industry-leading service in all states.

Remote Access

Many of our products are remotely accessible, allowing our team to quickly troubleshoot and provide assistance. This speeds up the maintenance process, ensuring minimum downtime.

Inventory

We maintain a parts inventory to minimize service lead times. Additionally, our team works with you to ensure you have the necessary parts on-site to maximize the effectiveness of technician visits.

3-year Warranty

We at Action Target stand behind our products with the industry's best warranty. Our 3 year trusted partner warranty is 3x the protection of industry-standard warranties and 3x the peace of mind for customers.