



## Boxborough Business Improvement Grants

### ATTACHMENT A – Application Cover Sheet

Applicant Name: Olga Bykhovsky Date: 12/5/2023

Business Name: Alpha Trading Services Inc.  
dba AlphaCars

Business Address: 649 Massachusetts Ave Boxborough, MA 01719

Preferred Email: olga@alphacars.com Phone Number: 978 237 5904

Description of Business: automotive and motorcycle sales

Please check one: ☐ New Business ☒ Existing Business – Date first opened: 6/11/99

☐ Temporary Installation

Brief description of the work proposed:

We believe that a business grant would give us an opportunity to increase our advertising budget and hire a dedicated social media/ YouTube specialist who will be providing video marketing content for our channel. During this year, we discovered a trend that most of our powersports leads come from our YouTube channel and not established vehicle search engines. By increasing the budget for YouTube content development, we are sure there will be a positive impact on sales.

Amount of match provided: \$20,000 Source of matching funds: savings

#### Application Checklist

It is the applicant's responsibility to provide each of the following materials. Applications with one or more pieces missing may be deemed incomplete and may not be evaluated. Please use the checklist below to organize your application. Once complete, application materials should be emailed to [awade@boxborough-ma.gov](mailto:awade@boxborough-ma.gov) using the subject "Boxborough Business Grant Application YOUR BUSINESS NAME". Paper applications will also be accepted at the Town Clerk's Office, in sealed envelopes labeled "Boxborough Business Grant Application YOUR BUSINESS NAME".

☒ Application Cover Sheet (this form)

☒ Detailed Project Budget

☒ Project Narrative (2000 words)

☒ Proof of Business operation or Business Plan

☒ Project Summary (750 words)

☒ Proof of Match funding (bank letter, account statement, notice of award)

*Completion of this form does not constitute an award of funding. Funding is subject to competitive grant process and cannot be guaranteed. If you require reasonable accommodation completing this form, please contact the Office of Land Use and Permitting – [awade@boxborough-ma.gov](mailto:awade@boxborough-ma.gov)*

# Project Narrative

## Revving Up Success: The Digital Highway for Modern Automotive Businesses

In an era characterized by digital transformation, the automotive industry is experiencing a paradigm shift in its marketing strategies. Gone are the days when print advertisements and dealership walk-ins were the primary means of attracting customers. Today, the modern automotive business must navigate the digital landscape to reach its target audience effectively. To thrive in this competitive arena, increasing the budget for a YouTube channel and social media advertising has become not just a recommendation but a strategic imperative.

Throughout the pandemic, our business endured significant financial losses due to prolonged government closures (including a mandatory non-essential business shutdown in the spring of 2020) and subsequent operation with a downsized workforce. The pandemic severely disrupted our supply chain and drastically reduced the sales of Ural and Royal Enfield motorcycles, which are produced overseas. Currently, we are still grappling with the pandemic's lingering effects, characterized by increased interest rates and a substantial rise in expenses. This underscores the importance of adjusting to the evolving market dynamics.

The automotive landscape has evolved dramatically over the past few years. As technology continues to revolutionize the industry, consumers have grown increasingly reliant on digital platforms for information, entertainment, and commerce. From researching their next vehicle purchase to seeking maintenance tips and staying updated on the latest automotive trends, people are turning to the internet, particularly YouTube and social media, for all things automotive.

### Consumer Behavior Shift

The digital age has brought about a significant shift in consumer behavior. Traditional advertising methods, such as billboards and TV commercials, are becoming less effective at reaching today's tech-savvy and digitally connected consumers. Instead, potential customers are actively seeking information and engaging with brands on digital platforms.

YouTube, the second-largest search engine in the world, stands out as a powerhouse for video content consumption. People flock to YouTube to watch car reviews, learn how to perform DIY car maintenance, explore new vehicle models, and enjoy automotive-related entertainment. By establishing a robust YouTube presence, automotive businesses can tap into this massive and engaged audience, positioning themselves as authoritative sources within the industry, and we are no exception. Being a niche market business, having a strong online presence is imperative.

## **Visual Appeal**

One of the unique advantages of YouTube and social media platforms is their ability to deliver visually captivating content. In the automotive industry, where aesthetics and design play a pivotal role, leveraging these platforms can be incredibly beneficial. With high-quality videos and visually appealing images, automotive businesses can showcase their products, demonstrate features, and create a compelling narrative around their brand.

Consider the impact of a well-produced YouTube video that highlights the sleek design, cutting-edge technology, and superior performance of a new car model. Such content not only engages potential customers but also provides them with an immersive experience, allowing them to envision themselves behind the wheel. Visual storytelling on platforms like YouTube and Instagram can evoke emotions and create a lasting impression on viewers.

## **Engagement and Community Building**

One of the most significant advantages of social media platforms is their capacity to facilitate direct engagement with the audience. By responding to comments, addressing inquiries, and participating in conversations related to their industry, automotive businesses can establish a genuine connection with their customers. This interaction goes a long way in building trust and loyalty.

Imagine a customer who has a question about the maintenance of their vehicle and reaches out to an automotive business on social media. A prompt and helpful response not only resolves their query but also leaves a positive impression. Over time, these interactions foster a sense of community and loyalty, turning customers into brand ambassadors who are more likely to recommend the business to friends and family.

## **Targeted Advertising**

Social media platforms provide powerful tools for advertising that allow businesses to precisely target their desired audience. Whether businesses want to reach individuals based on demographics, interests, behaviors, or even their previous online activities, these platforms offer granular targeting options. For modern automotive businesses, this means the ability to reach potential customers who are genuinely interested in their products or services.

Consider a scenario where an automotive dealership wants to promote a special offer on electric vehicles. Through social media advertising, they can target users in their geographic area who have shown an interest in electric cars, eco-friendly initiatives, or related topics. This ensures that their marketing budget is spent on reaching individuals who are more likely to convert into customers, resulting in a higher return on investment (ROI).

## **Cost-Effective Marketing**

Compared to traditional advertising methods like television and radio, digital marketing on YouTube and social media can be highly cost-effective. Businesses can set specific budgets, monitor their spending in real-time, and make data-driven adjustments to optimize their campaigns. This flexibility allows automotive businesses to make the most of their marketing dollars.

Furthermore, digital advertising platforms often operate on a pay-per-click (PPC) or pay-per-impression (PPM) model, meaning businesses only pay when users engage with their ads or when their ads are displayed. This pay-as-you-go structure ensures that advertising funds are allocated efficiently and not wasted on uninterested or unreachable audiences.

## **Analytics and Insights**

Digital platforms provide a treasure trove of analytics and insights into user behavior. Modern automotive businesses can leverage these data-driven insights to refine their marketing strategies continually. Metrics such as engagement rates, click-through rates, conversion rates, and audience demographics offer valuable information about campaign performance.

For instance, an automotive business running a social media advertising campaign can access detailed data on how many users clicked on their ad, how long they spent on their website, and whether they completed a desired action, such as requesting a test drive or filling out a contact form. Armed with this information, businesses can make informed decisions to optimize their campaigns for better results.

## **Competitive Advantage**

In the fiercely competitive automotive industry, maintaining a competitive edge is paramount. Many of our competitors are likely already allocating significant resources to YouTube channels and social media advertising. To stand out and capture a larger share of the market, it's essential to not only keep pace with industry trends but also strive to lead the way in digital marketing efforts.

Imagine two automotive dealerships in the same city. One has a robust YouTube channel with informative videos, engaging with its audience on social media regularly, and running targeted advertising campaigns. The other relies solely on traditional marketing methods. It's evident which dealership is better positioned to reach and connect with potential customers in today's digital age.

## **Content Repurposing**

Creating content for YouTube and social media offers another advantage: the ability to repurpose that content across various marketing channels. The content generated for videos and social media posts can be adapted for email marketing, blog posts, website content, and more. This multi-channel approach extends the reach of our marketing efforts and ensures that our message resonates with a wider audience.

For example, a YouTube video showcasing the safety features of a new vehicle can be repurposed into a blog post that delves deeper into each feature. This blog post can then be shared through email marketing campaigns and shared on social media, creating a cohesive and consistent brand message across multiple touchpoints.

## **Brand Storytelling**

In today's market, consumers don't just buy products or services; they buy into the story and values of a brand. YouTube and social media provide platforms for automotive businesses to tell their brand's story, share behind-the-scenes insights, and humanize their brand. This personal connection can be a game-changer when it comes to building emotional relationships with customers.

Imagine a car manufacturer that uses social media to share the stories of its engineers and designers, showcasing their passion for innovation and dedication to creating high-quality vehicles. These stories not only highlight the expertise behind the brand but also connect on a human level with potential customers. When individuals feel a personal connection with a brand, they are more likely to choose that brand over competitors.

## **Conclusion: Accelerating Growth through Digital Channels**

In a world where the digital landscape is continuously evolving, modern automotive businesses must adapt and invest in the platforms and strategies that resonate most with their target audience. YouTube and social media advertising offer an unprecedented opportunity to engage with potential customers, build brand loyalty, and drive business growth.

## Project Summary

Our plan to seek a grant to increase our advertising budget and hire a dedicated social media/YouTube specialist aligns with the evolving landscape of digital marketing, especially in the context of the powersports industry. Here, we'll delve deeper into the rationale behind this strategic move and how it can have a significant positive impact on our business.

### Leveraging the Power of YouTube in Powersports Marketing

The powersports industry encompasses a wide range of vehicles and equipment, including motorcycles, ATVs, snowmobiles, and more. In recent years, YouTube has emerged as a dynamic platform for engaging with enthusiasts and potential buyers in this sector. Our observation that most of our leads come from our YouTube channel rather than established vehicle search engines underscores the importance of investing in this channel.

**1. The Visual Appeal of Powersports:** Powersports vehicles and equipment are inherently visual and experiential. From the sleek design of motorcycles to the adrenaline-pumping action of off-road ATVs, these products are best showcased through video content. YouTube provides a perfect platform to create visually captivating videos that highlight the features, performance, and excitement associated with our powersports offerings.

**2. Niche Audience Engagement:** Powersports enthusiasts form a passionate and tightly-knit community. They often turn to YouTube not only for product information but also for inspiration, entertainment, and connection with like-minded individuals. By investing in YouTube content development, we are positioning our brand as a valuable resource and part of this vibrant community.

**3. Educational Content:** YouTube allows us to create educational content that addresses common questions and concerns among powersports enthusiasts. How-to videos on maintenance, riding tips, and comparisons between different models can establish our business as a trusted authority in the field. This not only attracts potential buyers but also fosters brand loyalty among existing customers.

**4. Demonstrating Product Value:** Video content can effectively demonstrate the value of our powersports products. We can showcase real-world use cases, take viewers on virtual test rides, and provide in-depth reviews. Such content builds confidence in potential buyers and helps them make informed purchase decisions.

**5. User-Generated Content:** Encouraging our customers to share their experiences on our YouTube channel can be a powerful strategy. User-generated content not only authenticates our brand but also creates a sense of community among our customers, strengthening their bond with our business.

## The Role of a Dedicated Specialist

A dedicated social media/YouTube specialist can be a game-changer in optimizing our YouTube channel's performance and, consequently, impacting sales positively.

**1. Content Consistency:** Consistency is key on YouTube. Having a specialist ensures that we regularly upload high-quality content, keeping our audience engaged and coming back for more.

**2. Expertise in Video Production:** Video production requires skills in filming, editing, and post-production. A specialist can produce visually appealing videos that capture the essence of our powersports products, making them more enticing to potential buyers.

**3. Audience Engagement:** Managing interactions with our YouTube audience, responding to comments, and fostering a sense of community are vital tasks. A specialist can engage with viewers effectively, addressing their questions and concerns promptly.

**4. Analyzing Performance:** Our specialist can closely monitor the performance of our YouTube channel, analyzing metrics such as view counts, watch time, engagement rates, and conversion rates. These insights can inform future content strategies and ensure that our marketing efforts are data-driven.

In conclusion, increasing our advertising budget and hiring a dedicated social media/YouTube specialist is a strategic move that will position our business to leverage the platform's visual appeal, engage a niche audience, educate potential buyers, and ultimately drive sales growth. This investment aligns with the changing landscape of digital marketing and has the potential to yield substantial returns in the form of increased brand visibility, audience growth, and customer loyalty.

## **Project Budget: Hiring a Youtube/Social Media Specialist**

### **I. Pre-Hiring Expenses**

Job Posting: Cost to post the job opening on various platforms such as job boards, LinkedIn, and industry-specific websites.

- Estimated Cost: \$300

Background Checks: Costs associated with background checks or screenings for potential hires.

- Estimated Cost: \$200

Subtotal (Pre-Hiring Expenses): \$500

### **II. Compensation and Benefits**

Base Salary: The annual salary for the social media specialist.

- Estimated Cost: \$65,000

Benefits: Include the costs of benefits such as health insurance, dental insurance, retirement contributions, and other benefits offered to employees.

- Estimated Cost: \$10,000

Subtotal (Compensation and Benefits): \$75,000

### **III. Onboarding and Training**

Onboarding Materials: Costs associated with creating training materials, welcome packages, and orientation programs.

- Estimated Cost: \$1,000

Training Software: Any software or tools required for the specialist's training.

- Estimated Cost: \$500

Subtotal (Onboarding and Training): \$1,500

### **IV. Ongoing Expenses**

Tools and Software: Subscription costs for social media management tools, analytics platforms, and other software required for the specialist's work.

- Estimated Cost: \$2,000 per year

Advertising Budget: Budget for running social media ad campaigns and promotions.

- Estimated Cost: \$5,000 per month

Subtotal (Ongoing Expenses): \$62,000 per year



## **V. Total Project Budget**

Calculate the total project budget by summing up all the subtotals:

- Pre-Hiring Expenses: \$500
- Compensation and Benefits: \$75,000
- Onboarding and Training: \$1,500
- Ongoing Expenses: \$62,000 per year

**Total Project Budget: \$139,000**

**Secretary of the Commonwealth of Massachusetts**  
William Francis Galvin

## Business Entity Summary

[Request certificate](#)[New search](#)

Summary for: **ALPHA TRADING SERVICES, INC.**

**The exact name of the Domestic Profit Corporation:** ALPHA TRADING SERVICES, INC.

**The name was changed from:** ALPHA TRADING, SERVICES, INC. **on** 03-09-2023

**Entity type:** Domestic Profit Corporation

**Identification Number:** 043469979

**Old ID Number:** 000000000

**Date of Organization in Massachusetts:** 06-11-1999 **Date of Revival:**

**Last date certain:**

**Current Fiscal Month/Day:** 12/31

**Previous Fiscal Month/Day:** 00/00

**The location of the Principal Office:**

Address: 649 MASSACHUSETTS AVE.

City or town, State, Zip code, Country: BOXBOROUGH, MA 01719 USA

**The name and address of the Registered Agent:**

Name: DMITRY BYKHOVSKY

Address: 10 PENINSULA RD

City or town, State, Zip code, Country: HARVARD, MA 01451 USA

**The Officers and Directors of the Corporation:**

Title	Individual Name	Address
PRESIDENT	DMITRY BYKHOVSKY	10 PENINSULA RD HARVARD, MA 01451 USA
TREASURER	DMITRY BYKHOVSKY	10 PENINSULA RD HARVARD, MA 01451 USA
SECRETARY	OLGA BYKHOVSKY	10 PENINSULA RD HARVARD, MA 01451 USA
DIRECTOR	DMITRY BYKHOVSKY	10 PENINSULA RD HARVARD, MA 01451 USA

**Business entity stock is publicly traded:** ☐

**The total number of shares and the par value, if any, of each class of stock which this business entity is authorized to issue:**

Class of Stock	Par value per share	Total Authorized		Total issued and outstanding
		No. of shares	Total par value	No. of shares
CNP	\$0	100	\$0	100

☐ **Consent**☐ **Confidential Data**☐ **Merger Allowed**☐ **Manufacturing**

**View filings for this business entity:**

ALL FILINGS  
Annual Report  
Application For Revival  
Articles of Amendment  
Articles of Charter Surrender

[View filings](#)

**Comments or notes associated with this business entity:**

**New search**

**Secretary of the Commonwealth of Massachusetts**  
William Francis Galvin

## Business Entity Filings

**Name: ALPHA TRADING SERVICES, INC.**

Order certified copies <input type="checkbox"/> check all	Name of filing	Year filed	Date filed	Filing No.	View PDF
<input type="checkbox"/>	Articles of Amendment		03/09/2023 11:38 AM	202383366960	<a href="#">202383366960_1.pdf, 3 pgs</a>
<input type="checkbox"/>	Annual Report	2022	03/07/2023 06:35 PM	202382650420	<a href="#">202382650420_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2021	01/13/2022 02:04 PM	202296229440	<a href="#">202296229440_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2020	03/04/2021 11:59 AM	202136719490	<a href="#">202136719490_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2019	03/13/2020 01:22 PM	202074842630	<a href="#">202074842630_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2018	02/12/2019 11:13 AM	201968663120	<a href="#">201968663120_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2017	03/02/2018 03:39 PM	201888018060	<a href="#">201888018060_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2016	03/01/2017 11:11 AM	201721433760	<a href="#">201721433760_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2015	03/12/2016 04:14 PM	201673194980	<a href="#">201673194980_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2014	03/11/2015 01:02 PM	201521591840	<a href="#">201521591840_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2013	02/14/2014 11:25 AM	201468264520	<a href="#">201468264520_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2012	02/28/2013 12:02 PM	201322500230	<a href="#">201322500230_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2011	02/15/2012 01:51 PM	201270257060	<a href="#">201270257060_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2010	03/10/2011 04:51 PM	201132967050	<a href="#">201132967050_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2009	03/15/2010 10:25 AM	201096436140	<a href="#">201096436140_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2008	03/09/2009 10:49 AM	200953927160	<a href="#">200953927160_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2007	03/10/2008 01:29 PM	200814022650	<a href="#">200814022650_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2006	03/13/2007 12:32 PM	200774492230	<a href="#">200774492230_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2005	03/10/2006 02:13 PM	200638531640	<a href="#">200638531640_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2004	04/06/2005 04:00 PM	200510685140	<a href="#">200510685140_1.pdf, 1 pgs</a>
<input type="checkbox"/>	Statement of Appointment of Registered Agent		03/14/2005 01:31 PM	200506698660	<a href="#">200506698660_1.pdf, 2 pgs</a>
<input type="checkbox"/>	Annual Report	2003	08/05/2004 04:00 PM	200480230070	<a href="#">200480230070_1.pdf, 1 pgs</a>

<input type="checkbox"/>	Annual Report	2002	09/03/2003	200351818600	<a href="#">200351818600_1.pdf, 1 pgs</a>
<input type="checkbox"/>	Annual Report	2001	03/15/2002	200329166810	<a href="#">200329166810_1.pdf, 1 pgs</a>
<input type="checkbox"/>	Annual Report	2000	06/29/2001	020503888432	Index Number = 01047079 (1 pages)
<input type="checkbox"/>	Annual Report	1999	06/22/2000	020503665219	Index Number = 00062910 (1 pages)
<input type="checkbox"/>	Articles of Organization		06/11/1999	020503426572	<a href="#">020503426572_1.pdf, 13 pgs</a>

Note:  
Annual Reports and No Fee changes have a retention period of ten years;  
therefore these documents are no longer available prior to December 31,  
2002.

[Return to entity summary](#)

[Order filings](#)



December 5, 2023

Town of Boxborough MA  
Business Grant Application

To Whom It May Concern,

This letter is to confirm the account status of Alpha Trading Services Inc located at 649 Massachusetts Avenue in Boxborough. Alpha Trading maintains an average balance in excess of \$20,000 in their business checking account.

Sincerely,

**Jill A. Mollica**  
Vice President, Cash Management

**e:** [j.mollica@avidiabank.com](mailto:j.mollica@avidiabank.com)

**d:** 978.567.3676 **f:** 508.616.0019

**a:** 100 East Main Street, Westborough MA 01581

**w:** [avidiabank.com](http://avidiabank.com)

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