

MassCEO Success Stories

CO-OP Business Profile



Broadway Bicycle School is an employee-owned neighborhood bicycle shop offering repair services, used and new bike accessories as well as bicycle maintenance and repair classes. The shop was founded in 1972, during a time when similar collectives and cooperative business models were sprouting all throughout Greater Boston. Since its founding, the shop has remained a prominent and trusted business in the city of Cambridge and was awarded Legacy Business status by the city in 2022.

At its core, Broadway Bicycle aims at creating an environment of inclusivity and accessibility, while providing quality service and education. The shop services a wide range of customers including commuters, recreational cyclists and beginners. Regardless of an individual's knowledge or experience with cycling, staff focus on maintaining a customer-centric approach, priding themselves on their personalized customer service, offering expert advice and assistance in a friendly and welcoming manner. In addition to serving their customers, the shop works hard to best serve its community by partnering with, sponsoring and donating to various local organizations and neighborhood initiatives.

The worker CO-OP Business Profile serves as a vital tool for the shop to allow its employees voices to be heard and valued. Monthly staff meetings are held during the shop's "on-season" where shop policy is decided and discussions surrounding improvements, operations and business goals are had. Employees are encouraged to get involved in



shop initiatives and are allowed the opportunity to become a worker-owner after working 1200 hours. The shop places greater emphasis on establishing a workplace of integrity and opportunity for its employees over maximizing profits and is committed to maintaining the founder's original values of employer rights and community activism at the center of its work.

Interested in learning more about our featured CO-OP Business?

www.broadwaybicycleschool.com



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