

City of Bridgeport  
Plan of Conservation and Development  
Stakeholder Interview  
Businesses and Major Employers  
July 24, 2018

**Attendees:**

- Loretta C. Mercado – Bass Pro Shops
- Douglas Wade – Wade’s Dairy

**The statements below are a summary of the opinions expressed by those interviewed. The statements do not necessarily reflect City policy or objective facts.**

Bridgeport has unique advantages with its central location and extensive waterfront. These assets need to be developed and marketed to spur business growth in the area. Bridgeport’s services and amenities need to be advertised to bring in new residents and foot traffic from visitors. The city is challenged by a negative perception that will likely take years to overturn but there is potential to develop Bridgeport as a residential base for commuting to key job centers in New York City and the surrounding region.

**Vision for Bridgeport:**

- Attract millennials to Bridgeport to change the perception and conversation around the city
- Develop and market Bridgeport as an affordable commuting destination for NYC employment opportunities
- Maintain a holistic approach to growth by attracting people and trusting that the business growth will follow to accommodate the new residents
- New ferry service to Long Island will increase business in the area

