

INSIGHTS + NEWS

Samantha McDonald to Moderate Multifamily Housing Panel at Bisnow's Worcester State of the Market

[Samantha McDonald](#) will moderate the panel “Multifamily Development: Addressing the Issue of Housing” at Bisnow's Worcester State of the Market event. The panel will specifically address how to deliver more units in a high-demand, high-cost environment.

In its second year, the Worcester State of the Market event brings together power players in the community to discuss the commercial real estate market in central Massachusetts. During the two-panel program, attendees will learn:

- What public-private initiatives are attracting major employers, startups and institutions to Worcester
- How are developers responding to the city's housing needs in both market-rate and affordable segments
- Which neighborhoods and corridors are seeing the most real estate investment activity and why
- What infrastructure upgrades and transportation initiatives are driving economic development
- How are life sciences, healthcare, and innovation districts impacting site selection and land use planning
- What incentives or municipal programs are in place to help projects amid rising construction costs
- What do demographic trends and migration data suggest about Worcester's future housing demand
- How are zoning reforms or local policies supporting higher-density, mixed-use development
- What new projects are being planned, approved or breaking ground in 2025 and beyond

OCTOBER 30, 2025

WORCESTER, MA

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