INSIGHTS + NEWS

Samantha McDonald Moderated Panel on What's Driving New Development, Business Growth and Investor Interest in Worcester

On June 9, Samantha McDonald moderated the panel "Worcester's Path for Growth & Investment," presented as part of Bisnow's Worcester State of the Market conference.

During the session, industry leaders, including developers, financiers, urban planners, policymakers, and real estate experts, learned what's driving new development, business growth and investor interest in Worcester. At this two-panel conference, the speakers discussed:

- What macro trends are shaping Worcester's economic trajectory heading into 2026?
- How migration patterns and demographic shifts are influencing long term housing demand?
- Which infrastructure and transportation investments are accelerating commercial and residential growth?
- What public private partnerships are attracting employers, startups, and institutional capital?
- How life sciences, healthcare, and innovation clusters are impacting site selection and land use?
- Where multifamily supply is being absorbed, and where caution is emerging?
- How developers are balancing market rate and affordable housing needs amid cost pressure?
- What zoning reforms and local policies are unlocking higher density mixed use projects?
- Which investment metrics lenders and equity partners are prioritizing in Worcester?
- What projects are advancing from planning to groundbreaking in 2026 and beyond?

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