



COMMUNITY IMPACT INITIATIVE

2025 GRANTEE

PROJECT

The Rolling Canvas



GRANTEE

City of Westfield



INVESTMENT

\$5,000

PROJECT OVERVIEW:

Westfield is partnering with PATTERN, Inc. to create a retail pop-up shop in a refurbished IndyGo bus. A local artist designed the bus exterior, turning it into a public art piece while providing entrepreneurs an affordable way to test the local market. Located in Grand Junction Plaza, this initiative aims to grow small businesses, drive commerce to downtown Westfield, and expand the city's public art offerings. The project also supports long-term retail development, helping successful pop-up tenants transition into permanent locations and fostering a vibrant, creative downtown experience.

IMPACT METRICS:

- Improves Quality of Life
- Creates Active, Vital Downtown Destinations
- Creates Opportunities for Talent Attraction, Retention and Development
- Supports Small Businesses and Small Business Development
- Connects Talent
- Encourages Entrepreneurship and Innovation

