

St. Matthews Biz Expo



Event name

St. Matthews Biz Expo

Location/Date

St. Matthews / September 4
12 to 4 p.m.

Weather

Inside event

Team Participants

TARC Marketing and Communications department

Attendees

15

Event Summary

This was an opportunity for TARC to speak with other businesses and have them spread the word to their employees about TARC 2025. TARC team spoke with about 15 people on TARC 2025. Questions were asked about the ability of their workforce to continue riding TARC. Approximately 60 concept flyers, and 15 paper surveys were handed out.

Participant Description

Primarily B2B event. Participants were about 80/20 white to African American.