

Support Statement

The Structure

Recognised by the Interhash Council as the "operating and implementing" arm of the IHTT 2020 Committee, event management company, Plan It Productions, had one main priority – stage a first class, high quality event in the most cost effective manner for all stakeholders. Working closely with the Interhash Council, following their advice and guidelines, the team set out to produce a full 'Trini' experience for their guests.

From the onset Plan it Productions created a structure handling the marketing, promotional campaign, logistical and infrastructural segments of the event, allowing the "Game day" team, under the Hash Master, Randal Lyon, to do what they do best, organise the hash runs, circles and all things 'hash' that would follow.

Partnerships

The Plan it team, in partnership with the government, was part of an inter-ministerial committee, that was set up to ensure the smooth running of the event, with the government offering support "in kind", by providing medical teams, police support, immigration and customs, transport services etc. at no costs to the event organizers -quite a substantial savings. Financial support for the cost of branded items was also offered.

After negotiations with the private sector, they also came on board with substantial support with product and financial contributions.

Keeping it low

Reduced costs from the Hash hub hotel and surrounding guesthouses as well as special "Hash prices" from the regional Caribbean Airlines, further decreased the overall personal expenses of the attending hashers

Importantly the Rego cost was kept to a minimum with the average cost at USD \$172.88 per head, way below market cost in the Western Hemisphere, offering high value at the lowest possible rate, enabling us to focus expenditure on upgrading to a more efficient, digital experience by introducing for the first time ever, the Interhash App and coded digital arm bands.

Going Digital

The Interhash App was downloaded 1936 times, in 72 countries in 36 languages and showed up to date information, instant communication and the location of bars, restaurants and the hash hub, bus schedules, news flashes, lost and found, grab taxis, sponsor messages and offers etc

The Coded Digital arm Bands had a chip which would have allowed each hasher access to transportation to and from the sites, hotels, and the intra city matrix, to bars and restaurants, venue access at no extra costs to participants. Of significance, the chip worked within a transparent, digital voting system, with real time effectiveness, eliminating any concern of duplicate votes

Going Global

With the success of the public and private sector negotiations, we were now able to focus on wider global promotional outreach in keeping with the global event

Travel and accommodation - we were focused on effective marketing at major Hash events, making presentations at the 80th Mother Hash in KL, Pan Asia in China and in Grenada, the largest Hash group in the Caribbean region.

Our success at KL yielded international Regos at the venue, a series of questions from the Asians re visa requirements and other queries about group registration etc. This encouraged us to add a Group Rego online which saw groups from Malaysia, Philippines, Indonesia as well as Guam registering for an event in a region they don't usually visit.

Our efforts in China yielded the same questions and a few regos, but sadly China closed its doors to the world soon after the event.

Online promotions included a professionally built website that covered all aspects of the event - registration, Prelube, visa requirements, do's and don'ts, accommodation, airlift on regional airline, as well as ferry service to Tobago. It also included online ads for a year in the Hash Magazine, and on Facebook, Instagram and other social media *NB-* Online promotions are not only sites but need backend services that need to be maintained by international service providers e.g. Constant contact, app space monthly rental on both Google and Apple store.

With the support mentioned above, we would have had ample funds to afford a fantastic event both at the venue and at runs sites, with live bands, a carnival atmosphere, theme nights, a full array of finger food from all our Trini cultures e.g. Spanish, French, Chinese, Indian, Arabic, African etc and local Trini food offered at the venue and of course our wide variety of beer from our local breweries at a very reasonable cost.

Covid

With the global upheaval and the postponement to 2 years later, this created an extra cost of online fees and an added 2 years of storage as well as other costs

The eventual cancellation of the event saw all projected support fall away, leaving the Rego fees as the only revenue income.

Keeping it tight

Recognizing we had no Seed Money offered for this event and the budget was limited to Rego Fees, we made every effort to keep our budget tight, having to foot the bills for the branded items, coded arms bands, storage and customs costs etc. Faced with the exorbitant costs of shipping we negotiated them down to a substantially lower cost, and were able to keep a small surplus which would be forwarded to the council as agreed.

Red Dress

USD\$28,187.00 (TT \$188,856.25), along with 60 bags and small hash jerseys was donated to The Shelter for battered woman and children from funds raised from the registration of the Red Dress run, promoted by Christine Lyon, Lead Hare and Shelter Advocate, which were greatly appreciated by the Board of Home.

For more details please see The Summary Report attached.

Thank you

In 2018, we were thrilled by your overwhelming support, allowing us to win the Bid to host the Interhash in 2020, as part of the TT Bid Committee.

We wish to thank the IHTT Committee Members, Randal and Christine Lyon, Reed Harper and Devon Rodgers, for their strong support and their exemplary team work over the last 4 years towards making this a remarkable event.

A huge vote of thanks to the Leads Hares and their teams who stayed committed and to all the volunteers who kept the faith .

Special mention to Hazu, who pulled the group of International hares together and facilitated the smooth running of the Rego Transfers. Thanks also go out to the International Hares for stepping up .

Thank you to the Interhash Council for your support throughout the exercise and to Ra, our experienced advisor over the years.

And to all the International Hashers, thank you for your support, patience and understanding as we wrap up this event, it has been a pleasure meeting you, some online and other in person, as we all navigated those Covid years.

We would also like to wish the Host of Interhash 2024 the very best of luck and see you in New Zealand. On On to 24!



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ACCOUNTANTS' REPORT

TO THE MEMBERS OF PLAN IT PRODUCTIONS LIMITED

In accordance with instructions received, we have prepared the statement of comprehensive income for the company-managed Interhash 2020 event.

This statement is the responsibility of the Directors of the Company.

In our opinion, this statement of comprehensive income, which has been prepared under the historical cost convention and by reference to international standards in accounting is in accordance with the Company's accounting records and are consistent with instructions and explanations supplied to us.

Suresh Ramesar

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Suresh Ramesar MBA, CA
Chartered Accountant

A-PLUS SERVICES
Accountants

Tunapuna, Trinidad

February 17, 2023

PLAN IT PRODUCTIONS LIMITED
REPORT OF THE INTERHASH 2020 EVENT

PLAN IT PRODUCTIONS LIMITED

**Statement of comprehensive income
Interhash 2020**

	Note	
Income		
Interhash event registrations	3	332,275
Red Dress run	4	34,375
Tobago Prelube event	5	<u>2,765</u>
Total Income		<u>369,415</u>
Operating expenses		
Promotional travel and accomodation		56,643
Online promotion		42,994
Bid expenses		8,421
Hash items		66,808
Coded security/Digital voting system		23,952
Shipping		57,658
Logistics		12,911
Red Dress charity donation	6	28,187
Red Dress event expenses		6,188
Accountants' fees		<u>2,000</u>
Total operating expenses		<u>305,762</u>
Net income before distributions		<u>63,653</u>
Distributions		
Management fee	7	<u>59,810</u>
Surplus		<u>3,844</u>

Signed on behalf of the Board of Directors:



**Angelique Niki Borde
Director
Plan It Productions Limited**

February 17, 2023

PLAN IT PRODUCTIONS LIMITED

Notes to the statement of comprehensive income Interhash 2020

1. General information

The Interhash 2020 event was scheduled to be held in 2020 in Trinidad & Tobago and managed by Plan It Productions Limited.

After several subsequent postponements of the event during the Covid 19 epidemic, it was eventually cancelled.

Due to these unforeseen challenges the statement therefore includes two additional years of un-budgeted costs such as IT Services, storage and shipping costs.

No seed money was advanced to fund the event.

Cancellation of the event prevented the successful realization of both Public and Private sector sponsorships as income earning sources.

This statement of comprehensive income was authorized for issue by the Board of Directors of Plan It Productions Limited on February 17, 2023.

2. Summary of significant accounting policies

The principal accounting policies applied in preparation of this financial statement income are set out below and have been consistently applied.

2.1 Basis of preparation

This financial statement has been prepared under the historical cost convention.

2.2 Foreign currency translation

(a) Functional and presentation currency

This financial statement is presented in United States Dollars.
Foreign currency transactions are translated into the functional currency using the exchange rates prevailing at the dates of the transactions.

PLAN IT PRODUCTIONS LIMITED

**Notes to the statement of comprehensive income
Interhash 2020**

3 Interhash event registrations

This represents gross income from the sale of 1,922 Regos at an average of \$172.88 each.

4 Red Dress Run

This event attracted 625 participants at \$55.00 each.

5 Tobago Prelube event

A few participants who came to the Outerhash took the opportunity to use their Prelube bookings while they were in Tobago and they participated in activities such as horse-back riding, bioluminescence viewing, stand-up paddling and scuba diving.

6 Red Dress charity donation

Net proceeds of this event were donated in entirety to The Shelter, a safe house for victims of domestic violence.

7 Management fee

A management fee of 18% of Interhash event registrations was paid to Plan It Productions Limited, a company in which Angelique Niki Borde is a Director.