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Accrual Basis

HBOIF, INC. - SLP
Profit & Loss Budget vs. Actual
 July through December 2016

	Jul - Dec 16	Budget
Ordinary Income/Expense		
Income		
50000 · Specialty License Plate Revenue		
50010 · PWD Tag Revenue	579,889.01	1,130,137.21
50015 · PFW Tag Revenue	204,558.07	376,712.40
50020 · Aqua Tag Revenue	188,986.28	349,804.37
50025 · SOS Tag Revenue	461,058.27	834,148.89
Total 50000 · Specialty License Plate Revenue	1,434,491.63	2,690,802.87
Total Income	1,434,491.63	2,690,802.87
Gross Profit	1,434,491.63	2,690,802.87
Expense		
70000 · Pass Through to FAU Expense		
70010 · PWD Tag Revenue Disbursement	352,740.88	938,013.88
70015 · PFW Tag Revenue Disbursement	110,673.89	275,000.05
70020 · Aqua Tag Revenue Disbursement	102,726.53	250,357.19
70025 · SOS Tag Revenue Disbursement	237,307.14	608,928.69
Total 70000 · Pass Through to FAU Expense	803,448.44	2,072,299.81
71000 · Pass Through to Others Expense		
71010 · PFW - Wyland Foundation	20,455.81	37,671.24
71020 · Aqua - Guy Harvey	18,898.63	34,980.44
71025 · SOS - Guy Harvey	46,105.83	83,414.89
71041 · Aqua - Florida Aquaculture Assn	0.00	5,000.00
Total 71000 · Pass Through to Others Expense	85,460.27	161,066.57
82025 · SLP Expense		
82300 · SLP/FAU Admin Fee	57,379.67	107,632.11
82350 · SLP/HBOIF Admin	43,034.75	80,724.09
82400 · SLP Marketing Expense		
82406 · SLP Online/Broadcast/TV/Media	34,799.01	146,000.00
82407 · SLP Print	0.00	10,000.00
82408 · SLP Direct Mail/eBlasts	1,639.03	10,000.00
82411 · SLP Other/Salary/Fringe	20,780.60	40,000.00
82412 · SLP Margin	372.47	21,080.29
82414 · SLP Tax Collector Visibility	0.00	10,000.00
82415 · SLP Special Branding Projects	0.00	20,000.00
82416 · SLP External Events/Sponsorship	6,303.19	12,000.00
Total 82400 · SLP Marketing Expense	63,894.30	269,080.29
Total 82025 · SLP Expense	164,308.72	457,436.49
Total Expense	1,053,217.43	2,690,802.87
Net Ordinary Income	381,274.20	0.00
Net Income	381,274.20	0.00