

HBOIF, INC. - SLP
Profit & Loss Budget vs. Actual
 July through October 2015

	Jul - Oct 15	Budget
Ordinary Income/Expense		
Income		
50000 - Specialty License Plate Revenue		
50010 - PWD Tag Revenue	445,330.24	1,136,171.50
50015 - PFW Tag Revenue	151,150.41	381,235.35
50020 - Aqua Tag Revenue	141,365.66	354,399.52
50025 - SOS Tag Revenue	315,972.02	791,807.96
Total 50000 - Specialty License Plate Revenue	1,053,818.33	2,663,614.33
Total Income	1,053,818.33	2,663,614.33
Gross Profit	1,053,818.33	2,663,614.33
Expense		
70000 - Pass Through to FAU Expense		
70010 - PWD Tag Revenue Disbursement	376,304.02	960,064.92
70015 - PFW Tag Revenue Disbursement	112,607.09	284,020.34
70020 - Aqua Tag Revenue Disbursement	105,317.44	259,027.64
70025 - SOS Tag Revenue Disbursement	235,399.22	589,896.93
Total 70000 - Pass Through to FAU Expense	829,627.77	2,093,009.83
71000 - Pass Through to Others Expense		
71010 - PFW - Wyland Foundation	15,115.04	38,123.54
71020 - Aqua - Guy Harvey	14,136.57	35,439.95
71025 - SOS - Guy Harvey	31,597.20	79,180.80
71041 - Aqua - Florida Aquaculture Assn	0.00	5,000.00
Total 71000 - Pass Through to Others Expense	60,848.81	157,744.29
82025 - SLP Expense		
82300 - SLP/FAU Admin Fee	26,345.55	66,590.36
82350 - SLP/HBOIF Admin	31,614.55	79,908.43
82400 - SLP Marketing Expense		
82406 - SLP Online/Broadcast/TV/Media	10,000.00	120,000.00
82407 - SLP Print	0.00	8,000.00
82408 - SLP Direct Mail/eBlasts	0.00	9,000.00
82411 - SLP Other/Salary/Fringe	0.00	70,000.00
82412 - SLP Margin	76.84	1,361.42
82414 - SLP Tax Collector Visibility	0.00	20,000.00
82415 - SLP Special Branding Projects	652.13	18,000.00
82416 - SLP External Events	2,617.11	20,000.00
Total 82400 - SLP Marketing Expense	13,346.08	266,361.42
Total 82025 - SLP Expense	71,306.18	412,860.21
Total Expense	961,782.76	2,663,614.33
Net Ordinary Income	92,035.57	0.00
Net Income	92,035.57	0.00