

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

	<u>Jul - Dec 15</u>	<u>Budget</u>
Ordinary Income/Expense		
Income		
50000 · Specialty License Plate Revenue		
50010 · PWD Tag Revenue	608,350.24	1,136,171.50
50015 · PFW Tag Revenue	206,275.41	381,235.35
50020 · Aqua Tag Revenue	194,590.66	354,399.52
50025 · SOS Tag Revenue	453,477.02	791,807.96
Total 50000 · Specialty License Plate Revenue	<u>1,462,693.33</u>	<u>2,663,614.33</u>
Total Income	<u>1,462,693.33</u>	<u>2,663,614.33</u>
Gross Profit	1,462,693.33	2,663,614.33
Expense		
70000 · Pass Through to FAU Expense		
70010 · PWD Tag Revenue Disbursement	514,055.89	960,064.92
70015 · PFW Tag Revenue Disbursement	153,675.23	284,020.34
70020 · Aqua Tag Revenue Disbursement	144,970.12	259,027.64
70025 · SOS Tag Revenue Disbursement	337,840.46	589,896.93
Total 70000 · Pass Through to FAU Expense	<u>1,150,541.70</u>	<u>2,093,009.83</u>
71000 · Pass Through to Others Expense		
71010 · PFW - Wyland Foundation	20,627.54	38,123.54
71020 · Aqua - Guy Harvey	19,459.07	35,439.95
71025 · SOS - Guy Harvey	45,347.70	79,180.80
71041 · Aqua - Florida Aquaculture Assn	0.00	5,000.00
Total 71000 · Pass Through to Others Expense	<u>85,434.31</u>	<u>157,744.29</u>
82025 · SLP Expense		
82300 · SLP/FAU Admin Fee	36,567.48	66,590.36
82350 · SLP/HBOIF Admin	43,880.80	79,908.43
82400 · SLP Marketing Expense		
82406 · SLP Online/Broadcast/TV/Media	21,715.00	120,000.00
82407 · SLP Print	0.00	8,000.00
82408 · SLP Direct Mail/eBlasts	2,262.25	9,000.00
82411 · SLP Other/Salary/Fringe	13,372.88	70,000.00
82412 · SLP Margin	117.88	1,361.42
82414 · SLP Tax Collector Visibility	0.00	20,000.00
82415 · SLP Special Branding Projects	1,622.13	18,000.00
82416 · SLP External Events	2,832.13	20,000.00
Total 82400 · SLP Marketing Expense	<u>41,922.27</u>	<u>266,361.42</u>
Total 82025 · SLP Expense	<u>122,370.55</u>	<u>412,860.21</u>
Total Expense	<u>1,358,346.56</u>	<u>2,663,614.33</u>
Net Ordinary Income	<u>104,346.77</u>	<u>0.00</u>
Net Income	<u><u>104,346.77</u></u>	<u><u>0.00</u></u>