

HBOIF, INC. - SLP
Profit & Loss Budget vs. Actual
July 2014 through March 2015

	<u>Jul '14 - Mar 15</u>	<u>Budget</u>
Ordinary Income/Expense		
Income		
50000 · Specialty License Plate Revenue		
50010 · PWD Tag Revenue	814,035.92	1,198,764.45
50015 · PFW Tag Revenue	277,686.26	372,948.94
50020 · Aqua Tag Revenue	260,145.22	346,309.73
50025 · SOS Tag Revenue	606,581.20	745,897.88
Total 50000 · Specialty License Plate Revenue	<u>1,958,448.60</u>	<u>2,663,921.00</u>
Total Income	<u>1,958,448.60</u>	<u>2,663,921.00</u>
Gross Profit	1,958,448.60	2,663,921.00
Expense		
70000 · Pass Through to FAU Expense		
70010 · PWD Tag Revenue Disbursement	687,860.35	983,844.00
70015 · PFW Tag Revenue Disbursement	206,876.46	286,215.00
70020 · Aqua Tag Revenue Disbursement	193,808.26	256,596.00
70025 · SOS Tag Revenue Disbursement	451,902.92	569,399.00
Total 70000 · Pass Through to FAU Expense	<u>1,540,447.99</u>	<u>2,096,054.00</u>
71000 · Pass Through to Others Expense		
71010 · PFW - Wyland Foundation	27,768.63	38,418.00
71020 · Aqua - Guy Harvey	26,014.52	35,113.00
71025 · SOS - Guy Harvey	60,658.12	76,429.00
71041 · Aqua - Florida Aquaculture Assn	0.00	5,000.00
Total 71000 · Pass Through to Others Expense	<u>114,441.27</u>	<u>154,960.00</u>
82025 · SLP Expense		
82300 · SLP/FAU Admin Fee	48,277.28	66,598.00
82350 · SLP/HBOIF Admin	58,753.46	79,917.00
82400 · SLP Marketing Expense		
82406 · SLP Online/Broadcast/TV/Media	59,200.00	100,000.00
82407 · SLP Print	0.00	8,000.00
82408 · SLP Direct Mail/eBlasts	0.00	9,000.00
82411 · SLP Other/Salary/Fringe	33,809.54	70,000.00
82412 · SLP Margin	252.13	6,392.00
82413 · SLP Marketing Research	13,000.00	13,000.00
82414 · SLP Tax Collector Visibility	9,289.79	20,000.00
82415 · SLP Special Branding Projects	2,453.55	20,000.00
82416 · SLP Event Sponsorship	4,527.81	20,000.00
Total 82400 · SLP Marketing Expense	<u>122,532.82</u>	<u>266,392.00</u>
Total 82025 · SLP Expense	<u>229,563.56</u>	<u>412,907.00</u>
Total Expense	<u>1,884,452.82</u>	<u>2,663,921.00</u>
Net Ordinary Income	<u>73,995.78</u>	<u>0.00</u>
Net Income	<u><u>73,995.78</u></u>	<u><u>0.00</u></u>