

**HBOIF, INC. - SLP**  
**Profit & Loss Budget vs. Actual**  
July 2015 through March 2016

	<u>Jul '15 - Mar 16</u>	<u>Budget</u>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>50000 - Specialty License Plate Revenue</b>		
50010 - PWD Tag Revenue	876,890.24	1,136,171.50
50015 - PFW Tag Revenue	301,700.41	381,235.35
50020 - Aqua Tag Revenue	279,750.66	354,399.52
50025 - SOS Tag Revenue	671,187.02	791,807.96
<b>Total 50000 - Specialty License Plate Revenue</b>	<u>2,129,528.33</u>	<u>2,663,614.33</u>
<b>Total Income</b>	<u>2,129,528.33</u>	<u>2,663,614.33</u>
<b>Gross Profit</b>	2,129,528.33	2,663,614.33
<b>Expense</b>		
<b>70000 - Pass Through to FAU Expense</b>		
70010 - PWD Tag Revenue Disbursement	740,972.11	960,064.92
70015 - PFW Tag Revenue Disbursement	224,766.92	284,020.34
70020 - Aqua Tag Revenue Disbursement	208,414.36	259,027.64
70025 - SOS Tag Revenue Disbursement	500,034.46	589,896.93
<b>Total 70000 - Pass Through to FAU Expense</b>	<u>1,674,187.85</u>	<u>2,093,009.83</u>
<b>71000 - Pass Through to Others Expense</b>		
71010 - PFW - Wyland Foundation	30,170.04	38,123.54
71020 - Aqua - Guy Harvey	27,975.07	35,439.95
71025 - SOS - Guy Harvey	67,118.70	79,180.80
71041 - Aqua - Florida Aquaculture Assn	0.00	5,000.00
<b>Total 71000 - Pass Through to Others Expense</b>	<u>125,263.81</u>	<u>157,744.29</u>
<b>82025 - SLP Expense</b>		
82300 - SLP/FAU Admin Fee	53,238.43	66,590.36
82350 - SLP/HBOIF Admin	63,885.85	79,908.43
<b>82400 - SLP Marketing Expense</b>		
82406 - SLP Online/Broadcast/TV/Media	67,736.14	146,000.00
82407 - SLP Print	0.00	10,000.00
82408 - SLP Direct Mail/eBlasts	2,262.25	10,000.00
82411 - SLP Other/Salary/Fringe	26,002.42	40,000.00
82412 - SLP Margin	189.20	20,861.42
82414 - SLP Tax Collector Visibility	0.00	10,000.00
82415 - SLP Special Branding Projects	8,971.43	17,500.00
82416 - SLP External Events/Sponsorship	3,838.10	12,000.00
<b>Total 82400 - SLP Marketing Expense</b>	<u>108,999.54</u>	<u>266,361.42</u>
<b>Total 82025 - SLP Expense</b>	<u>226,123.82</u>	<u>412,860.21</u>
<b>Total Expense</b>	<u>2,025,575.48</u>	<u>2,663,614.33</u>
<b>Net Ordinary Income</b>	<u>103,952.85</u>	<u>0.00</u>
<b>Net Income</b>	<u><u>103,952.85</u></u>	<u><u>0.00</u></u>