

**HBOIF, INC. - SLP**  
**Profit & Loss Budget vs. Actual**  
July through December 2014

	<u>Jul - Dec 14</u>	<u>Budget</u>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>50000 · Specialty License Plate Revenue</b>		
50010 · PWD Tag Revenue	573,095.92	1,198,764.45
50015 · PFW Tag Revenue	191,911.26	372,948.94
50020 · Aqua Tag Revenue	182,360.22	346,309.73
50025 · SOS Tag Revenue	415,561.20	745,897.88
<b>Total 50000 · Specialty License Plate Revenue</b>	<u>1,362,928.60</u>	<u>2,663,921.00</u>
<b>Total Income</b>	<u>1,362,928.60</u>	<u>2,663,921.00</u>
<b>Gross Profit</b>	1,362,928.60	2,663,921.00
<b>Expense</b>		
<b>70000 · Pass Through to FAU Expense</b>		
70010 · PWD Tag Revenue Disbursement	484,266.05	983,844.00
70015 · PFW Tag Revenue Disbursement	142,974.04	286,215.00
70020 · Aqua Tag Revenue Disbursement	135,858.46	256,596.00
70025 · SOS Tag Revenue Disbursement	309,592.98	569,399.00
<b>Total 70000 · Pass Through to FAU Expense</b>	<u>1,072,691.53</u>	<u>2,096,054.00</u>
<b>71000 · Pass Through to Others Expense</b>		
71010 · PFW - Wyland Foundation	19,191.13	38,418.00
71020 · Aqua - Guy Harvey	18,236.02	35,113.00
71025 · SOS - Guy Harvey	41,556.12	76,429.00
71041 · Aqua - Florida Aquaculture Assn	0.00	5,000.00
<b>Total 71000 · Pass Through to Others Expense</b>	<u>78,983.27</u>	<u>154,960.00</u>
<b>82025 · SLP Expense</b>		
82300 · SLP/FAU Admin Fee	33,389.22	66,598.00
82350 · SLP/HBOIF Admin	40,328.36	79,917.00
<b>82400 · SLP Marketing Expense</b>		
82405 · SLP Mass Marketing - Outdoor	0.00	70,000.00
82406 · SLP Online/Broadcast/TV/Media	30,700.00	39,000.00
82407 · SLP Print	0.00	5,000.00
82408 · SLP Direct Mail/eBlasts	0.00	2,000.00
82409 · SLP Promotional & Special Event	0.00	25,000.00
82410 · SLP Partnerships & Outreach	7,159.05	20,000.00
82411 · SLP Other/Salary/Fringe	26,240.27	70,000.00
82412 · SLP Margin	0.00	35,000.00
82413 · SLP Marketing Research	13,000.00	
82414 · SLP Tax Collector Visibility	1,500.00	
82416 · SLP Event Sponsorship	809.21	
82400 · SLP Marketing Expense - Other	0.00	392.00

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	<u>Jul - Dec 14</u>	<u>Budget</u>
Total 82400 - SLP Marketing Expense	<u>79,408.53</u>	<u>266,392.00</u>
Total 82025 - SLP Expense	<u>153,126.11</u>	<u>412,907.00</u>
Total Expense	<u>1,304,800.91</u>	<u>2,663,921.00</u>
Net Ordinary Income	<u>58,127.69</u>	<u>0.00</u>
Net Income	<u><u>58,127.69</u></u>	<u><u>0.00</u></u>