

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

	<u>Jul - Oct 14</u>	<u>Budget</u>
Ordinary Income/Expense		
Income		
50000 - Specialty License Plate Revenue		
50010 - PWD Tag Revenue	386,595.92	1,198,764.45
50015 - PFW Tag Revenue	130,936.26	372,948.94
50020 - Aqua Tag Revenue	125,205.22	346,309.73
50025 - SOS Tag Revenue	266,336.20	745,897.88
Total 50000 - Specialty License Plate Revenue	<u>909,073.60</u>	<u>2,663,921.00</u>
Total Income	<u>909,073.60</u>	<u>2,663,921.00</u>
Gross Profit	909,073.60	2,663,921.00
Expense		
70000 - Pass Through to FAU Expense		
70010 - PWD Tag Revenue Disbursement	326,673.55	983,844.00
70015 - PFW Tag Revenue Disbursement	97,547.62	286,215.00
70020 - Aqua Tag Revenue Disbursement	93,277.93	256,596.00
70025 - SOS Tag Revenue Disbursement	198,420.40	569,399.00
Total 70000 - Pass Through to FAU Expense	<u>715,919.50</u>	<u>2,096,054.00</u>
71000 - Pass Through to Others Expense		
71010 - PFW - Wyland Foundation	13,093.63	38,418.00
71020 - Aqua - Guy Harvey	12,520.52	35,113.00
71025 - SOS - Guy Harvey	26,633.62	76,429.00
71041 - Aqua - Florida Aquaculture Assn	0.00	5,000.00
Total 71000 - Pass Through to Others Expense	<u>52,247.77</u>	<u>154,960.00</u>
82025 - SLP Expense		
82300 - SLP/FAU Admin Fee	22,726.92	66,598.00
82350 - SLP/HBOIF Admin	27,272.21	79,917.00
82400 - SLP Marketing Expense		
82405 - SLP Mass Marketing - Outdoor	0.00	70,000.00
82406 - SLP Online/Broadcast/TV/Media	17,700.00	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	134.24	25,000.00
82410 - SLP Partnerships & Outreach	6,485.38	20,000.00
82411 - SLP Other/Salary/Fringe	16,162.85	70,000.00
82412 - SLP Margin	0.00	35,000.00
82413 - SLP Marketing Research	13,000.00	
82400 - SLP Marketing Expense - Other	0.00	392.00
Total 82400 - SLP Marketing Expense	<u>53,482.47</u>	<u>266,392.00</u>

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Total 82025 - SLP Expense	<u>103,481.60</u>	<u>412,907.00</u>
Total Expense	<u>871,648.87</u>	<u>2,663,921.00</u>
Net Ordinary Income	<u>37,424.73</u>	<u>0.00</u>
Net Income	<u><u>37,424.73</u></u>	<u><u>0.00</u></u>