

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

	<b>Jul - Aug 15</b>	<b>Budget</b>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>50000 · Specialty License Plate Revenue</b>		
50010 · PWD Tag Revenue	279,930.24	1,136,171.50
50015 · PFW Tag Revenue	93,150.41	381,235.35
50020 · Aqua Tag Revenue	91,270.66	354,399.52
50025 · SOS Tag Revenue	195,737.02	791,807.96
<b>Total 50000 · Specialty License Plate Revenue</b>	<b>660,088.33</b>	<b>2,663,614.33</b>
<b>Total Income</b>	<b>660,088.33</b>	<b>2,663,614.33</b>
<b>Gross Profit</b>	<b>660,088.33</b>	<b>2,663,614.33</b>
<b>Expense</b>		
<b>70000 · Pass Through to FAU Expense</b>		
70010 · PWD Tag Revenue Disbursement	236,541.05	960,064.92
70015 · PFW Tag Revenue Disbursement	69,397.07	284,020.34
70020 · Aqua Tag Revenue Disbursement	67,996.63	259,027.64
70025 · SOS Tag Revenue Disbursement	145,824.11	589,896.93
<b>Total 70000 · Pass Through to FAU Expense</b>	<b>519,758.86</b>	<b>2,093,009.83</b>
<b>71000 · Pass Through to Others Expense</b>		
71010 · PFW - Wyland Foundation	9,315.04	38,123.54
71020 · Aqua - Guy Harvey	9,127.07	35,439.95
71025 · SOS - Guy Harvey	19,573.70	79,180.80
71041 · Aqua - Florida Aquaculture Assn	0.00	5,000.00
<b>Total 71000 · Pass Through to Others Expense</b>	<b>38,015.81</b>	<b>157,744.29</b>
<b>82025 · SLP Expense</b>		
82300 · SLP/FAU Admin Fee	16,502.24	66,590.36
82350 · SLP/HBOIF Admin	19,802.65	79,908.43
<b>82400 · SLP Marketing Expense</b>		
82406 · SLP Online/Broadcast/TV/Media	0.00	120,000.00
82407 · SLP Print	0.00	8,000.00
82408 · SLP Direct Mail/eBlasts	0.00	9,000.00
82411 · SLP Other/Salary/Fringe	0.00	70,000.00
82412 · SLP Margin	40.22	1,361.42
82414 · SLP Tax Collector Visibility	0.00	20,000.00
82415 · SLP Special Branding Projects	66.23	18,000.00
82416 · SLP External Events	191.07	20,000.00
<b>Total 82400 · SLP Marketing Expense</b>	<b>297.52</b>	<b>266,361.42</b>
<b>Total 82025 · SLP Expense</b>	<b>36,602.41</b>	<b>412,860.21</b>
<b>Total Expense</b>	<b>594,377.08</b>	<b>2,663,614.33</b>
<b>Net Ordinary Income</b>	<b>65,711.25</b>	<b>0.00</b>
<b>Net Income</b>	<b>65,711.25</b>	<b>0.00</b>