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10/27/16

Accrual Basis

HBOIF, INC. - SLP
Profit & Loss Budget vs. Actual
 July through September 2016

	Jul - Sep 16	Budget
Ordinary Income/Expense		
Income		
50000 · Specialty License Plate Revenue		
50010 · PWD Tag Revenue	339,509.01	1,130,137.21
50015 · PFW Tag Revenue	120,958.07	376,712.40
50020 · Aqua Tag Revenue	113,276.28	349,804.37
50025 · SOS Tag Revenue	256,473.27	834,148.89
Total 50000 · Specialty License Plate Revenue	830,216.63	2,690,802.87
Total Income	830,216.63	2,690,802.87
Gross Profit	830,216.63	2,690,802.87
Expense		
70000 · Pass Through to FAU Expense		
70010 · PWD Tag Revenue Disbursement	281,792.48	938,013.88
70015 · PFW Tag Revenue Disbursement	88,299.39	275,000.05
70020 · Aqua Tag Revenue Disbursement	82,691.68	250,357.19
70025 · SOS Tag Revenue Disbursement	187,225.49	608,928.69
Total 70000 · Pass Through to FAU Expense	640,009.04	2,072,299.81
71000 · Pass Through to Others Expense		
71010 · PFW - Wyland Foundation	12,095.81	37,671.24
71020 · Aqua - Guy Harvey	11,327.63	34,980.44
71025 · SOS - Guy Harvey	25,647.33	83,414.89
71041 · Aqua - Florida Aquaculture Assn	0.00	5,000.00
Total 71000 · Pass Through to Others Expense	49,070.77	161,066.57
82025 · SLP Expense		
82300 · SLP/FAU Admin Fee	33,208.67	107,632.11
82350 · SLP/HBOIF Admin	24,906.50	80,724.09
82400 · SLP Marketing Expense		
82406 · SLP Online/Broadcast/TV/Media	0.00	146,000.00
82407 · SLP Print	0.00	10,000.00
82408 · SLP Direct Mail/eBlasts	1,639.03	10,000.00
82411 · SLP Other/Salary/Fringe	9,299.98	40,000.00
82412 · SLP Margin	104.28	21,080.29
82414 · SLP Tax Collector Visibility	0.00	10,000.00
82415 · SLP Special Branding Projects	0.00	20,000.00
82416 · SLP External Events/Sponsorship	3,736.51	12,000.00
Total 82400 · SLP Marketing Expense	14,779.80	269,080.29
Total 82025 · SLP Expense	72,894.97	457,436.49
Total Expense	761,974.78	2,690,802.87
Net Ordinary Income	68,241.85	0.00
Net Income	68,241.85	0.00