

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

	Jul - Nov 16	Budget
Ordinary Income/Expense		
Income		
50000 · Specialty License Plate Revenue		
50010 · PWD Tag Revenue	497,309.01	1,130,137.21
50015 · PFW Tag Revenue	175,908.07	376,712.40
50020 · Aqua Tag Revenue	163,041.28	349,804.37
50025 · SOS Tag Revenue	383,598.27	834,148.89
Total 50000 · Specialty License Plate Revenue	1,219,856.63	2,690,802.87
Total Income	1,219,856.63	2,690,802.87
Gross Profit	1,219,856.63	2,690,802.87
Expense		
70000 · Pass Through to FAU Expense		
70010 · PWD Tag Revenue Disbursement	352,740.88	938,013.88
70015 · PFW Tag Revenue Disbursement	110,673.89	275,000.05
70020 · Aqua Tag Revenue Disbursement	102,726.53	250,357.19
70025 · SOS Tag Revenue Disbursement	237,307.14	608,928.69
Total 70000 · Pass Through to FAU Expense	803,448.44	2,072,299.81
71000 · Pass Through to Others Expense		
71010 · PFW - Wyland Foundation	17,590.81	37,671.24
71020 · Aqua - Guy Harvey	16,304.13	34,980.44
71025 · SOS - Guy Harvey	38,359.83	83,414.89
71041 · Aqua - Florida Aquaculture Assn	0.00	5,000.00
Total 71000 · Pass Through to Others Expense	72,254.77	161,066.57
82025 · SLP Expense		
82300 · SLP/FAU Admin Fee	48,794.27	107,632.11
82350 · SLP/HBOIF Admin	36,595.70	80,724.09
82400 · SLP Marketing Expense		
82406 · SLP Online/Broadcast/TV/Media	19,860.08	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	335.08	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	6,143.25	12,000.00
Total 82400 · SLP Marketing Expense	37,277.42	269,080.29
Total 82025 · SLP Expense	122,667.39	457,436.49
Total Expense	998,370.60	2,690,802.87
Net Ordinary Income	221,486.03	0.00
Net Income	221,486.03	0.00