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08/13/18

Accrual Basis

**HBOIF, INC. - SLP**  
**Profit & Loss Budget vs. Actual**  
**July 2018**

	Jul 18	Budget
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>50000 · Specialty License Plate Revenue</b>		
50010 · PWD Tag Revenue	194,321.06	1,110,364.48
50015 · PFW Tag Revenue	74,834.02	416,386.68
50020 · Aqua Tag Revenue	69,234.96	360,868.45
50025 · SOS Tag Revenue	164,831.35	888,291.58
<b>Total 50000 · Specialty License Plate Revenue</b>	<b>503,221.39</b>	<b>2,775,911.19</b>
<b>Total Income</b>	<b>503,221.39</b>	<b>2,775,911.19</b>
<b>Gross Profit</b>	<b>503,221.39</b>	<b>2,775,911.19</b>
<b>Expense</b>		
<b>70200 · SLP Research Funds Expense</b>		
70210 · PWD Research Funds Expense	0.00	927,376.41
70215 · PFW Research Funds Expense	0.00	307,793.03
70220 · AQUA Research Funds Expense	0.00	261,753.96
70225 · SOS Research Funds Expense	0.00	656,625.14
<b>Total 70200 · SLP Research Funds Expense</b>	<b>0.00</b>	<b>2,153,548.54</b>
<b>71000 · Pass Through to Others Expense</b>		
71010 · PFW - Wyland Foundation	7,483.40	41,638.66
71020 · Aqua - Guy Harvey	6,923.50	36,086.85
71025 · SOS - Guy Harvey	16,483.13	88,829.16
71041 · Aqua - Florida Aquaculture Assn	0.00	5,000.00
<b>Total 71000 · Pass Through to Others Expense</b>	<b>30,890.03</b>	<b>171,554.67</b>
<b>82025 · SLP Expense</b>		
82300 · SLP/FAU Admin Fee	16,276.50	89,939.52
82350 · SLP/HBOIF Admin	15,096.64	83,277.34
<b>82400 · SLP Marketing Expense</b>		
82406 · SLP Online/Broadcast/TV/Media	0.00	160,000.00
82407 · SLP Print	0.00	8,000.00
82408 · SLP Direct Mail/eBlasts	0.00	8,000.00
82411 · SLP Other/Salary/Fringe	0.00	48,000.00
82412 · SLP Bank Fee	13.78	7,591.12
82414 · SLP Tax Collector Visibility	0.00	10,000.00
82415 · SLP Special Branding Projects	0.00	16,000.00
82416 · SLP External Events/Sponsorship	5,000.00	20,000.00
<b>Total 82400 · SLP Marketing Expense</b>	<b>5,013.78</b>	<b>277,591.12</b>
<b>Total 82025 · SLP Expense</b>	<b>36,386.92</b>	<b>450,807.98</b>
<b>Total Expense</b>	<b>67,276.95</b>	<b>2,775,911.19</b>
<b>Net Ordinary Income</b>	<b>435,944.44</b>	<b>0.00</b>
<b>Other Income/Expense</b>		
<b>Other Income</b>		
90001 · PWD Interest Income	807.17	
90002 · PFW Interest Income	567.34	
90003 · Aqua Interest Income	251.92	
90004 · SOS Interest Income	668.82	
<b>Total Other Income</b>	<b>2,295.25</b>	
<b>Net Other Income</b>	<b>2,295.25</b>	
<b>Net Income</b>	<b>438,239.69</b>	<b>0.00</b>