

11:07 AM

01/12/18

Accrual Basis

**HBOIF, INC. - SLP**  
**Profit & Loss Budget vs. Actual**  
 July through December 2017

	Jul - Dec 17	Budget
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>50000 · Specialty License Plate Revenue</b>		
50010 · PWD Tag Revenue	588,524.99	1,142,680.27
50015 · PFW Tag Revenue	213,689.56	380,893.42
50020 · Aqua Tag Revenue	193,227.07	353,686.75
50025 · SOS Tag Revenue	488,702.09	843,406.87
<b>Total 50000 · Specialty License Plate Revenue</b>	1,484,143.71	2,720,667.31
<b>Total Income</b>	1,484,143.71	2,720,667.31
<b>Gross Profit</b>	1,484,143.71	2,720,667.31
<b>Expense</b>		
<b>70200 · SLP Research Funds Expense</b>		
70210 · PWD Research Funds Expense	0.00	954,366.56
70215 · PFW Research Funds Expense	0.00	281,556.42
70220 · AQUA Research Funds Expense	0.00	256,445.25
70225 · SOS Research Funds Expense	0.00	623,446.36
<b>Total 70200 · SLP Research Funds Expense</b>	0.00	2,115,814.59
<b>71000 · Pass Through to Others Expense</b>		
71010 · PFW - Wyland Foundation	21,368.96	38,089.34
71020 · Aqua - Guy Harvey	19,322.71	35,368.68
71025 · SOS - Guy Harvey	48,870.21	84,340.69
71041 · Aqua - Florida Aquaculture Assn	0.00	5,000.00
<b>Total 71000 · Pass Through to Others Expense</b>	89,561.88	162,798.71
<b>82025 · SLP Expense</b>		
82300 · SLP/FAU Admin Fee	48,065.71	88,367.26
82350 · SLP/HBOIF Admin	44,524.31	81,620.02
<b>82400 · SLP Marketing Expense</b>		
82406 · SLP Online/Broadcast/TV/Media	39,006.00	150,000.00
82407 · SLP Print	129.00	10,000.00
82408 · SLP Direct Mail/eBlasts	0.00	10,000.00
82411 · SLP Other/Salary/Fringe	23,379.92	48,000.00
82412 · SLP Margin	241.67	10,066.73
82414 · SLP Tax Collector Visibility	0.00	10,000.00
82415 · SLP Special Branding Projects	1,242.00	16,000.00
82416 · SLP External Events/Sponsorship	5,375.28	18,000.00
<b>Total 82400 · SLP Marketing Expense</b>	69,373.87	272,066.73
<b>Total 82025 · SLP Expense</b>	161,963.89	442,054.01
<b>Total Expense</b>	251,525.77	2,720,667.31
<b>Net Ordinary Income</b>	1,232,617.94	0.00
<b>Other Income/Expense</b>		
<b>Other Income</b>		
90001 · PWD Interest Income	1,418.82	
90002 · PFW Interest Income	654.51	
90003 · Aqua Interest Income	432.77	
90004 · SOS Interest Income	1,112.28	
<b>Total Other Income</b>	3,618.38	
<b>Net Other Income</b>	3,618.38	
<b>Net Income</b>	<b>1,236,236.32</b>	<b>0.00</b>