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10/10/17

Accrual Basis

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

	Jul - Sep 17	Budget
Ordinary Income/Expense		
Income		
50000 · Specialty License Plate Revenue		
50010 · PWD Tag Revenue	349,644.99	1,142,680.27
50015 · PFW Tag Revenue	127,064.56	380,893.42
50020 · Aqua Tag Revenue	114,617.07	353,686.75
50025 · SOS Tag Revenue	271,682.09	843,406.87
Total 50000 · Specialty License Plate Revenue	863,008.71	2,720,667.31
Total Income	863,008.71	2,720,667.31
Gross Profit	863,008.71	2,720,667.31
Expense		
70200 · SLP Research Funds Expense		
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
Total 70200 · SLP Research Funds Expense	0.00	2,115,814.59
71000 · Pass Through to Others Expense		
71010 · PFW - Wyland Foundation	12,706.46	38,089.34
71020 · Aqua - Guy Harvey	11,461.71	35,368.68
71025 · SOS - Guy Harvey	27,168.21	84,340.69
71041 · Aqua - Florida Aquaculture Assn	0.00	5,000.00
Total 71000 · Pass Through to Others Expense	51,336.38	162,798.71
82025 · SLP Expense		
82300 · SLP/FAU Admin Fee	27,979.26	88,367.26
82350 · SLP/HBOIF Admin	25,890.26	81,620.02
82400 · SLP Marketing Expense		
82406 · SLP Online/Broadcast/TV/Media	6,006.00	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	10,764.66	48,000.00
82412 · SLP Margin	31.21	10,066.73
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	2,474.76	18,000.00
Total 82400 · SLP Marketing Expense	19,405.63	272,066.73
Total 82025 · SLP Expense	73,275.15	442,054.01
Total Expense	124,611.53	2,720,667.31
Net Ordinary Income	738,397.18	0.00
Other Income/Expense		
Other Income		
90001 · PWD Interest Income	590.46	
90002 · PFW Interest Income	270.58	
90003 · Aqua Interest Income	177.74	
90004 · SOS Interest Income	460.68	
Total Other Income	1,499.46	
Net Other Income	1,499.46	
Net Income	739,896.64	0.00