

**Orlando Sentinel**

**ECONOMY**

Labor Department reports on employment for October.  
OrlandoSentinel.com/business

**CASA CRISTINA: KOHL'S OFFERS HOME PRODUCTS LINE**

Retailer Kohl's is starting a home furnishings line designed by Cristina Saralegui, host of *The Cristina Show* on Spanish-language television network Univision. The Casa Cristina line, featuring bedding and bath products, will begin its rollout next month.



**MARKETWATCH**

▼ DOW -12.48 Close: 12,018.54	▼ NASDAQ -0.33 Close: 2,334.02
▲ NYSE +4.43 Close: 8,722.57	▼ S&P 500 -0.47 Close: 1,367.34

Top 100 Central Florida stocks, C4

# Orange takes in \$8.7 million

The county's resort-tax revenue continues to climb despite a falling hotel-occupancy rate.

**9.3%**

resort-tax collections increase excluding revenue from a newly enacted tax hike

**\$8.7 million**

total collection for September

By **CHRISTOPHER BOYD**  
SENTINEL STAFF WRITER

Orange County resort-tax collections rose 9.3 percent in September over last year, excluding revenue from a newly enacted tax increase.

Without the tax increase, the county collected \$7.3 million. In September, the tax was raised from 5 percent to 6 percent, resulting in a total collection of \$8.7 million.

The Orange County Comptroller's Office collects the tax, which is derived primarily from hotel and motel room

rents.

During the fiscal year, which ended in September, the county raised \$129.9 million in resort taxes. It collected \$128.5 million on the first 5 cents, 6.9 percent more than it raised from the tax in fiscal 2004-2005.

Resort-tax revenue primarily funds tourist development efforts, but helps support sports- and arts-related initiatives.

"Absolutely I'm pleased," Orange Comptroller Martha Haynie said. "It would be good news for this community if the strength of this revenue stream

continues."

But Haynie and tourist industry insiders are stumped by an apparent disconnect between rising tax collections and long-running declines in hotel occupancy rates.

Smith Travel Research, which compiles a monthly occupancy survey, reported that 10.1 percent fewer Orlando-area hotel rooms were occupied in September than in the same month in 2005. Room rates were up just 2.3 percent.

"It's counterintuitive," said Danielle

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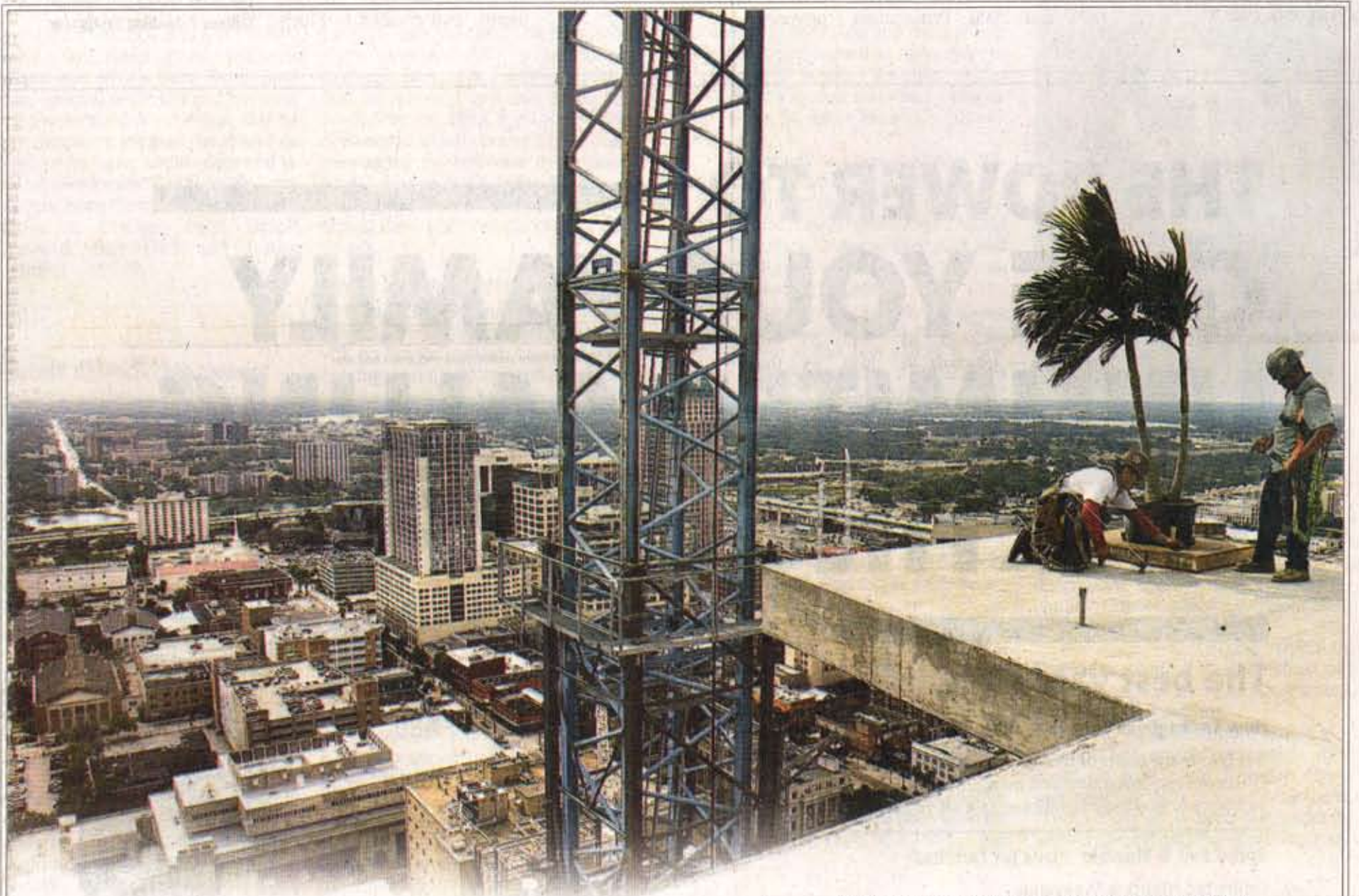
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Find out what Central Florida companies are up to and get a local take on the news of the day.

It will all arrive in a midmorning e-mail, so you can head out to that business lunch or afternoon meeting prepared.

The Business Buzz, a free service from the *Orlando Sentinel*, will launch this month. Be sure to sign up at [orlandosentinel.com/newsletters](http://orlandosentinel.com/newsletters).



## THE VUE FROM THE TOP

With exterior construction completed on the Vue at Lake Eola, Miguel Sotelo (left) and Ignacio Lares Gonzalez of Skyline Forming place a tree Thursday for the traditional topping-off ceremony. The 35-story condominium tower at Rosalind Avenue and Robinson Street is the 2nd-tallest building in downtown Orlando.

RED HUBER/ORLANDO SENTINEL