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## Section 11

### DOMESTIC TRADE

This final section covers data on manufactures, service establishments, professional firms, retail trade, industrial parks and the general excise tax base. Also included is a list of Maui County's largest private corporations.

The largest private corporation based in Maui is Maui Land & Pineapple with 2,040 employees, and sales of \$147 million in 1999. Maui County is moving into the high technology development phase, with a public-private partnership working to develop the Maui Research & Technology Park at Kihei to support emerging high technology business.

11.1.1

**MANUFACTURING  
KAHULUI AND MAUI COUNTY**

*Includes operating manufacturing establishments and auxiliaries*

1997	MAUI COUNTY		KAHULUI	
	All	Food	All	Food
<b>All Establishments<sup>1</sup></b>				
Total (number)	100	34	27	8
With 20 employees or more (number)	9	6	2	1
<b>All Employees</b>				
Number	1,919	1,000 to 2,499	798	692
Payroll (\$1,000)	51,302	D	19,931	17,005
<b>Production Workers</b>				
Number	1,509	D	733	649
Hours (1,000)	2,830	D	1,240	1,094
Wages (\$1,000)	36,296	D	16,597	14,699
<b>Value Added by Manufacture<sup>2</sup></b>				
(\$1,000)	123,343	D	41,776	34,490
<b>Cost of Materials<sup>3</sup></b>				
(\$1,000)	135,369	D	60,245	56,813
<b>Value of Shipments<sup>3</sup></b>				
(\$1,000)	259,608	D	102,128	91,323
<b>Total Capital Expenditures</b>				
(\$1,000)	4,020	D	2,893	D

<sup>1</sup> Includes establishments with payroll at any time during the year.

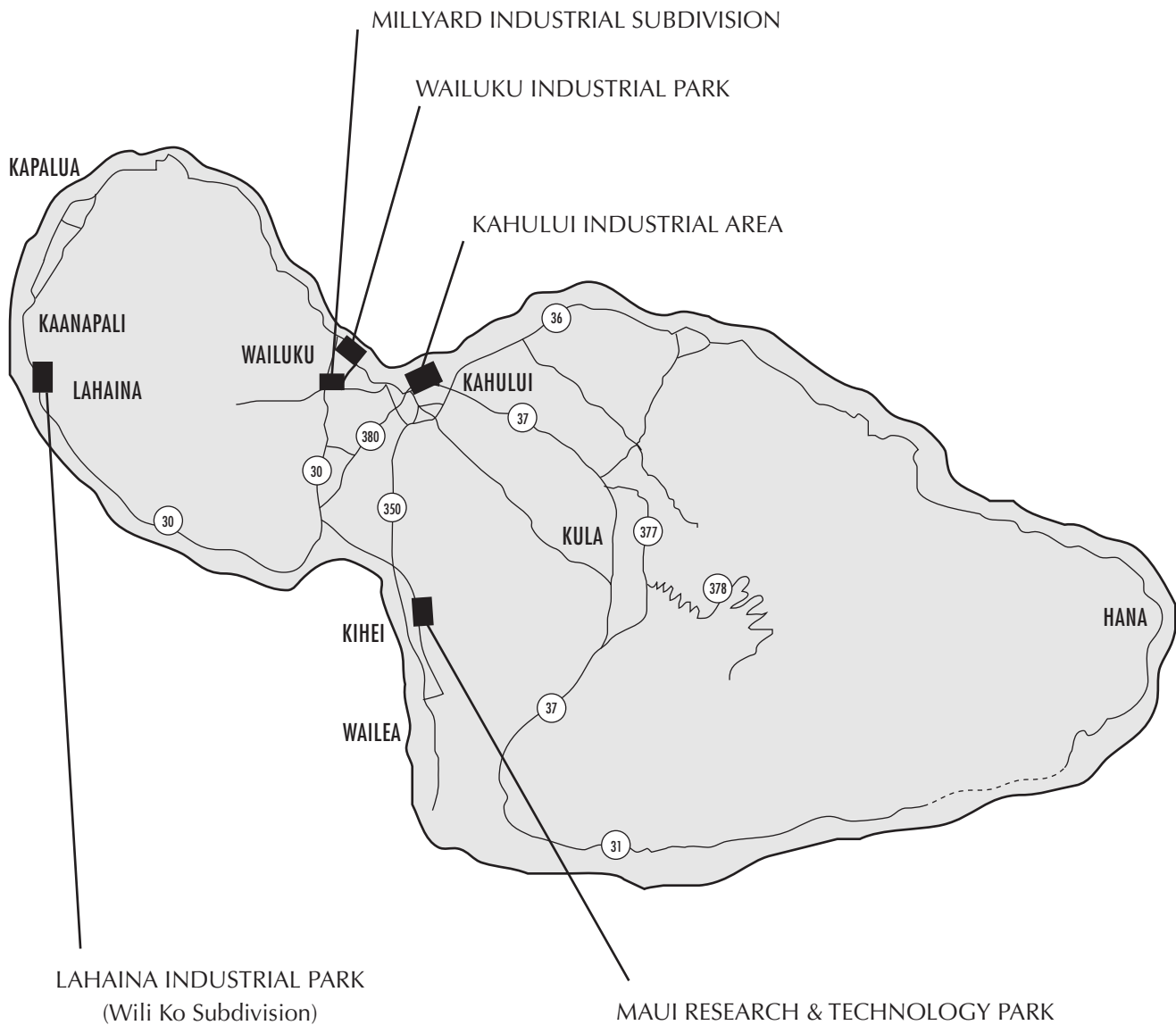
<sup>2</sup> Computed using inventory data reported at cost or market prior to adjustment to LIFO cost.

<sup>3</sup> Aggregate of cost of materials and value of shipments includes extensive duplication, since products of some industries are used as materials by others.

11.1.2

**INDUSTRIAL PARKS, ISLAND OF MAUI**

	Size	Location	Types of industries
Maui Research & Technology Park	330 acres	Kihei	High technology
Kahului Industrial Park	200 acres	Kahului	Light industrial and commercial
Wailuku Industrial Park	55 acres	Wailuku	Construction base yard, trucking, commercial
Millyard Subdivision	30 acres	Wailuku	Light industry and business commercial
Lahaina Industrial Park	10 acres	Lahaina	Commercial



SOURCE: Hawaii State Department of Business, Economic Development and Tourism, *Directory of Industrial and Technology Parks*, 1991.

11.2.1

GENERAL EXCISE TAX BASE, MAUI COUNTY

	1994	1995	1996	1997	1998	1999	2000	2001
Retailing	966,355,000	953,473,875	833,349,525	621,260,750	649,032,400	1,200,011,150	1,357,279,775	1,363,859,275
Services	311,996,000	332,350,025	323,517,975	315,540,900	328,849,125	404,622,650	445,827,275	480,773,575
Contracting	205,115,000	188,497,150	181,665,900	161,468,800	193,365,375	259,711,650	326,777,275	360,568,625
Theater, Amusements, Radio, etc.	6,186,000	6,712,900	6,348,825	5,757,150	6,518,225	15,984,275	16,659,825	19,942,250
Interest	8,203,000	9,019,025	8,360,500	7,568,225	7,794,250	11,002,075	12,191,625	16,204,050
Commissions	46,435,000	45,460,125	55,078,925	53,701,225	64,093,175	82,441,600	102,188,000	108,053,925
Hotel Rentals	301,289,000	302,295,300	326,989,550	219,644,400	192,012,700	332,734,900	373,941,925	318,051,550
All Other Rentals	251,857,000	260,702,375	230,939,550	189,527,750	206,840,275	272,953,600	284,930,450	291,789,000
Use (4%)	27,623,000	23,979,725	16,284,725	6,608,975	9,585,650	32,232,375	44,145,100	36,581,075
All Others (4%)	115,362,000	122,619,650	106,482,875	73,681,600	76,290,300	125,497,600	119,762,625	118,982,400
<b>SUB-TOTAL</b>	<b>2,240,421,000</b>	<b>2,245,110,150</b>	<b>2,089,018,350</b>	<b>1,654,759,775</b>	<b>1,734,381,475</b>	<b>2,737,191,875</b>	<b>3,083,703,875</b>	<b>3,114,805,725</b>
Insurance Solicitors	113,238,000	72,992,667	38,562,000	29,943,333	31,336,665	94,902,666	41,309,334	121,564,668
Sugar Processing	5,186,000	7,760,000	-574,000	85,400	6,800	73,000	147,600	57,400
Pineapple Canning	3,325,000	3,516,400	353,800	265,400	607,000	2,900,400	2,376,000	2,210,000
Producing	34,511,000	36,475,600	25,030,200	21,713,000	26,281,200	29,412,400	28,193,200	25,924,400
Manufacturing	14,061,000	18,755,400	17,230,800	17,607,400	18,410,800	21,927,400	27,228,200	29,517,200
Wholesaling	300,607,000	269,816,600	247,287,400	191,297,600	209,382,400	328,986,000	367,046,000	384,273,200
Services (Intermediary)	25,429,000	18,455,800	25,437,400	26,346,200	25,449,200	30,991,200	37,430,000	38,642,600
Use (1/2%)	144,160,000	131,134,400	83,113,800	42,011,800	61,979,800	183,129,000	233,743,000	224,557,800
<b>SUB-TOTAL</b>	<b>640,517,000</b>	<b>558,906,867</b>	<b>436,441,400</b>	<b>329,270,133</b>	<b>373,473,865</b>	<b>692,322,066</b>	<b>737,473,334</b>	<b>826,747,268</b>
<b>GRAND TOTAL</b>	<b>2,880,938,000</b>	<b>2,804,017,017</b>	<b>2,525,459,750</b>	<b>1,984,029,908</b>	<b>2,107,855,340</b>	<b>3,429,513,941</b>	<b>3,821,177,209</b>	<b>3,941,552,993</b>

NOTES: This report is on cash basis accounting, and reflects tax bases only for allocated collections. The base for unallocated net collections cannot be determined due to differing tax rates which may be applicable. Unallocated collections as percent of total collections: 1995 and before <=5%, 1996=20.7%, 1997=35.3%, 1998=36.3% and 1999=8.4% when the Department of Taxation altered its general excise tax reporting procedures. (Unallocated net collections 2000=5.8%.) The unallocated net collections category includes amounts resulting from collections from electronic fund payments (apparently causing its rise from 1996 to 1998), penalty and interest, assessments and corrections, delinquent collections, refunds, protested payments and settlements, etc. This table will understate the general excise tax base in Maui County for the above reason and also because many businesses operating statewide locate their head office in Honolulu, so all their income is attributed to that county rather than among each county in which they operate.

SOURCE: Hawaii State Department of Taxation, General Excise and Use Tax Base, Calendar Years 1994 to 2001 (annual).

## 11.2.2

### RETAIL ESTABLISHMENTS BY TYPE AND LOCATION

Based on primary North American Industrial Classification System (NAICS) code and zip code

1999 Establishment Type		Location / Number		Location / Number		Location / Number		Totals	
<b>Motor vehicle &amp; parts dealers (NAICS 441—)</b>									
	Kahului	21	Lahaina	5					
	Kihei	2	Makawao	1	Wailuku	9	Maui subtotal	38	
	Kaunakakai	1	Lanai City	1			Total	40	
<b>Furniture &amp; home furnishing stores (NAICS 442—)</b>									
	Haiku	1	Kihei	5	Lahaina	8			
	Kahului	13	Kula	1	Wailuku	6	Total	34	
<b>Electronics &amp; appliance stores (NAICS 443—)</b>									
	Kahului	6	Lahaina	3					
	Kihei	3	Makawao	2	Wailuku	3	Total	17	
<b>Building material &amp; garden equipment &amp; supplies dealers (NAICS 444—)</b>									
	Haiku	2	Kula	2	Wailuku	5			
	Kahului	21	Lahaina	4			Maui subtotal	38	
	Kihei	3	Makawao	1			Total	42	
	Hoolehua	1	Kaunakakai	2	Lanai City	1			
<b>Food &amp; beverage stores (NAICS 445—)</b>									
	Haiku	5	Kula	1	Paia	5			
	Kahului	22	Lahaina	20	Wailuku	14	Maui subtotal	82	
	Kihei	9	Makawao	6			Total	91	
	Kaunakakai	6	Kualapuu	1	Lanai City	2			
<b>Health &amp; personal care stores (NAICS 446—)</b>									
	Haiku	1	Kula	1	Paia	1			
	Kahului	18	Lahaina	16	Wailuku	4	Maui subtotal	46	
	Kihei	4	Makawao	1			Total	47	
	Kaunakakai	1							
<b>Gasoline stations (NAICS 447—)</b>									
	Haiku	2	Kihei	5	Makawao	4			
	Hana	1	Kula	1	Paia	3			
	Kahului	16	Lahaina	8	Wailuku	3	Maui subtotal	43	
	Kaunakakai	2	Lanai City	1			Total	46	

## 11.2.2

CONTINUED

1999 Establishment Type							
Location	Number	Location	Number	Location	Number	Totals	
<b>Clothing &amp; clothing accessories stores (NAICS 448—)</b>							
Hana	1	Kula	3	Paia	3		
Kahului	47	Lahaina	122	Wailuku	5		
Kihei	25	Makawao	6			Maui subtotal	212
Kaunakakai	3					Total	215
<b>Sporting goods, hobby, book &amp; music stores (NAICS 451—)</b>							
Haiku	1	Kula	1	Paia	2		
Kahului	23	Lahaina	15	Wailuku	2		
Kihei	11	Makawao	2			Maui subtotal	57
Kalaupapa	1	Kaunakakai	2			Total	60
<b>General merchandise stores (NAICS 452—)</b>							
Hana	1	Lahaina	5	Wailuku	3		
Kahului	7	Makawao	1				
Kihei	1	Paia	1			Maui subtotal	19
Kaunakakai	4	Lanai City	2			Total	25
<b>Miscellaneous store retailers (NAICS 453—)</b>							
Hana	2	Kula	2	Paia	3		
Kahului	26	Lahaina	71	Wailuku	8		
Kihei	29	Makawao	11			Maui subtotal	152
Maunaloa	1	Lanai City	1			Total	154
<b>Nonstore retailers (NAICS 454—)</b>							
Hana	1	Kihei	3	Kula	2		
Kahului	3					Maui subtotal	9
Hoolehua	1	Lanai City	1			Total	11
						<b>Grand Total</b>	<b>782</b>

NOTE: Pukalani combined with Makawao, and Puunene combined with Kahului.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 1999*, on CD-ROM.

### 11.2.3

## CHARACTERISTICS OF MAJOR SHOPPING CENTERS, MAUI COUNTY

	Location	Stores	Year Built/Last Renovated	Gross Leasable Area
Queen Kaahumanu Center	Kahului	87	1972/1995	572,896
Maui Marketplace	Kahului	23	1997	317,000
Maui Mall	Kahului	50	1971/1995	182,000
The Shops At Wailea	Kahului	100	2000	160,000
Piilani Shopping Center	Kihei	30	2000	150,000
Lahaina Center Factory Stores	Lahaina	NA	1990	150,000
Wailuku Shopping Center	Wailuku	NA	NA	134,557
Lahaina Cannery Mall	Lahaina	55	1987/1999	128,000
Kahului Shopping Center	Kahului	35	1951/1960	112,066
Whalers Village	Lahaina	37	1971	79,000
Lahaina Shopping Center	Lahaina	21	1995	77,000
unnamed	Lahaina	NA	1997	74,000
Kahana Gateway	Lahaina	NA	1990	58,902
Whaler's Market Place In Lahaina	Lahaina	46	1974	56,165
Lahaina Square	Lahaina	25	1973	52,000
The Wharf	Lahaina	56	1978/1987	50,000
Lipoa Center	Kihei	NA	1989/1991	42,309
Kukui Mall	Kihei	NA	1987	40,073
Pioneer Inn	Lahaina	13	NA	35,632
Dickenson Square	Lahaina	NA	NA	23,500
Kealia Beach Center	Kihei	NA	1983	20,350
Banyan Inn Marketplace	Lahaina	9	1975	20,028
Kai Nani Village	Kihei	14	1975	13,878
Pukalani Square	Pukalani	NA	1986	6,600
Napili Plaza	Lahaina	NA	NA	NA
West Maui Center	Lahaina	NA	NA	NA

SOURCE: National Research Bureau, 2001 database supplied to Claritas, Inc.

## 11.2.4

### SUMMARY OF RETAIL TRADE BY BUSINESS GROUP, MAUI COUNTY

*Sales in thousands of dollars*

	Establishments	Sales (\$1,000)	Employees	Annual Payroll (\$1,000)
Retail trade (NAICS 44-45)	805	1,359,298	8,244	150,721
Automobile dealers (NAICS 4411—)	9	D	250 to 499	D
Other motor vehicle dealers (NAICS 4412—)	5	D	20 to 99	D
Automotive parts, accessories & tire stores (NAICS 4413—)	26	D	100 to 249	D
Furniture stores (NAICS 4421—)	10	13,066	65	1,958
Home furnishings stores (NAICS 4422—)	24	16,334	141	2,873
Electronics & appliance stores (NAICS 4431—)	18	11,698	85	1,669
Building material & supplies dealers (NAICS 4441—)	41	84,469	433	10,598
Lawn & garden equipment & supplies stores (NAICS 4442—)	8	23,150	60	1,482
Grocery stores (NAICS 4451—)	59	280,592	1,571	30,316
Specialty food stores (NAICS 4452—)	19	7,243	78	1,191
Health & personal care stores (NAICS 4461—)	45	91,494	506	12,211
Gasoline stations (NAICS 4471—)	44	116,487	593	9,120
Clothing stores (NAICS 4481—)	165	133,999	1,154	17,009
Shoe stores (NAICS 4482—)	23	14,847	128	2,147
Jewelry, luggage & leather goods stores (NAICS 4483—)	65	51,577	336	7,989
Sporting goods, hobby, musical instrument stores (NAICS 4511—)	41	28,996	293	4,689
Book, periodical & music stores (NAICS 4512—)	15	11,751	90	1,314
Other general merchandise stores (NAICS 4529—)	22	118,418	475	9,176
Florists (NAICS 4531—)	13	9,098	135	1,488
Office supplies, stationery & gift stores (NAICS 4532—)	80	52,418	474	6,142
Used merchandise stores (NAICS 4533—)	9	3,743	58	995
Other miscellaneous store retailers (NAICS 4539—)	40	30,068	215	4,246

SOURCE: U.S. Bureau of the Census, *1987 Census of Retail Trade, Hawaii* (Geographic Area Series), RC87-A-12 (May 1989), table 7; U.S. Bureau of the Census, *1992 Census of Retail Trade, Hawaii* (Geographic Area Series), RC92-A-12 (1995), table 6.

11.2.6

**MERCHANDISE LINE SALES OF RETAIL ESTABLISHMENTS WITH PAYROLL, FOR THE STATE, OAHU AND THE REST OF THE STATE**

Merchandise Line	NUMBER OF ESTABLISHMENTS			SALES (\$1,000)		
	State Total	Oahu	Rest of State	State Total	Oahu	Rest of State
TOTAL Retail Trade <sup>1</sup>	5,088	3,269	1,819	11,317,752	8,264,716	3,053,036
Groceries and other food items	1,298	819	479	1,910,787	1,263,171	647,616
Meals and snacks	430	260	170	119,935	87,075	32,860
Packaged liquor, wine, & beer	743	465	278	280,830	187,484	93,346
Cigars, cigarettes, & tobacco	976	594	382	193,535	131,361	62,174
Drugs, health aids, & beauty aids	1,035	621	414	776,494	575,064	201,430
Soaps, detergents, & household cleaners	547	345	202	95,687	63,240	32,447
Paper and related products	634	383	251	117,699	83,618	34,081
Men's wear	931	548	383	468,259	362,435	105,824
Women's, juniors', & misses' wear	1,113	708	405	936,203	784,649	151,554
Children's wear	511	285	226	139,497	102,878	36,619
Footwear (including accessories)	773	458	315	298,683	249,530	49,153
Sewing, knitting, & needlework goods	154	109	45	21,438	13,077	8,361
Curtains, draperies, and dry goods	185	112	73	63,319	42,421	20,898
Major household appliances	106	62	44	92,644	60,999	31,645
Small electric appliances	180	117	63	30,988	22,220	8,768
Televisions, video equipment/tapes	217	143	74	67,820	50,461	17,359
Audio equipment, musical instruments	320	219	101	119,940	95,304	24,636
Furniture & sleep equipment	214	123	91	125,314	95,291	30,023
Flooring & floor coverings	94	54	40	60,348	42,942	17,406
Computer hardware, software, & supplies	112	81	31	124,338	116,881	7,457
Kitchenware and homefurnishings	609	359	250	132,298	96,102	36,196
Jewelry	1,056	661	395	498,437	404,117	94,320
Books	404	260	144	89,691	64,338	25,353
Photographic equipment & supplies	247	161	86	33,259	24,219	9,040
Toys, hobby goods, & games	453	312	141	116,057	89,859	26,198
Optical goods	278	189	89	45,595	35,890	9,705
Sporting goods	406	239	167	163,942	117,948	45,994
Hardware, tools, plumbing, & elect. suppl.	385	225	160	294,216	210,819	83,397
Lawn and garden equipment	449	274	175	150,684	76,180	74,504
Lumber, millwork, building materials	168	86	82	204,318	141,276	63,042
Paint & related preservatives & supplies	153	71	82	71,393	46,514	24,879
Wallpaper & other flexible wallcoverings	14	7	7	596	254	342
Cars, vans, trucks, powered vehicles	96	60	36	1,274,548	1,005,722	268,826
Automotive fuels	380	241	139	538,555	331,662	206,893
Automotive lubricants (oil, greases, etc)	590	348	242	39,541	26,967	12,574
Automotive tires, batteries, accessories	483	293	190	312,323	211,064	101,259
Household fuels (oil, LP gas, wood, & coal)	44	14	30	34,238	20,173	14,065
Pets, pet foods, & pet supplies	341	205	136	64,066	46,536	17,530
All other merchandise	1,749	1,091	658	699,275	528,980	170,295
Unclassified merchandise	754	447	307	193,773	116,402	77,371
Nonmerchandise receipts	958	586	372	316,673	239,551	77,122

<sup>1</sup> Because some establishments carry more than one merchandise line, the number of establishments for each line will not add to the indicated totals.

X: Not applicable.

SOURCE: U.S. Bureau of the Census, 1997 Economic Census CD-ROM Vol. 1, Release 1F.

11.2.7

**COMMERCIAL LEASE RENTS,  
MAUI ISLAND**

*Compiled by James M. "Mac" Lowson, CCIM PB,  
Lowson and Associates  
and  
Felix B. Osorno (R), GRI  
Felicon Enterprises, Ltd.*

Location	YEAR 2001	RANGE PER SQUARE FOOT PER MONTH		
		Retail	Office	Warehouse
West Maui:				
Lahaina Shopping Centers		\$2.50 to \$3.50	NA	NA
Off Front Street		\$1.75 to \$5.00	\$1.25 to \$1.75	NA
Industrial Area		\$1.00 to \$1.55	\$0.80 to \$1.55	\$1.00 to \$1.50
Front Street		\$10.00 to \$25.00	\$1.50 to \$2.50	NA
Kihei		\$1.75 to \$3.50	\$1.35 to \$2.75	\$0.95 to \$1.20
Wailuku		\$1.75 to \$2.00	\$0.95 to \$1.60	\$0.70 to \$1.25
Kahului		\$1.25 to \$3.50	\$1.25 to \$2.00	\$0.70 to \$1.25
Common area charges (in addition to rent, per square foot rented, all areas):				
		\$0.15 to \$0.95	\$0.23 to \$0.94	\$0.08 to \$0.47

NOTE: Retail rents are usually a base rent against a percentage rent of 8% to 12% of gross receipts. The tenant pays whichever is higher (but not both).

SOURCE: Lowson and Associates and Felicon Enterprises, records. Current property listings can be found at [www.mauicommercial.com](http://www.mauicommercial.com), sponsored by members of the Commercial Round Table of Maui.

## 11.3.1

## CHARACTERISTICS OF BUSINESS ESTABLISHMENTS BY SECTOR, MAUI COUNTY

*Excludes government employees, agricultural production workers and self-employed persons*

Industry	Number of Establishments <sup>1</sup>	Number of Employees <sup>2</sup>	Annual Payroll (\$1,000)
<b>Forestry, fishing, hunting, and agriculture support</b>	<b>8</b>	<b>0-19</b>	<b>D</b>
<b>Mining</b>	<b>2</b>	<b>0-19</b>	<b>D</b>
<b>Utilities</b>	<b>9</b>	<b>250-499</b>	<b>D</b>
<b>Construction</b>	<b>377</b>	<b>2,580</b>	<b>99,037</b>
Building, developing & general contracting	140	1,005	35,966
Heavy construction	16	163	7,598
Special trade contractors	221	1,412	55,473
<b>Manufacturing</b>	<b>107</b>	<b>1,790</b>	<b>53,998</b>
Food mfg	34	1,271	38,500
Beverage & tobacco product mfg	2	0-19	D
Textile product mills	4	0-19	D
Apparel manufacturing	6	20-99	D
Wood product mfg	5	87	1,656
Printing & related support activities	11	87	2,117
Chemical mfg	7	20-99	D
Plastics & rubber products mfg	2	0-19	D
Nonmetallic mineral product mfg	7	100-249	D
Primary metal mfg	1	0-19	D
Fabricated metal product mfg	5	0-19	D
Machinery mfg	2	0-19	D
Furniture & related product mfg	4	20-99	D
Miscellaneous mfg	17	87	2,008
<b>Transportation &amp; warehousing</b>	<b>119</b>	<b>2,694</b>	<b>70,074</b>
Air transportation	12	500-999	D
Water transportation	6	78	3,466
Truck transportation	24	329	11,438
Transit & ground passenger transportation	14	211	2,596
Scenic & sightseeing transportation	44	1,162	25,740
Transportation support activities	13	116	5,316
Couriers & messengers	6	20-99	D
<b>Information</b>	<b>69</b>	<b>773</b>	<b>28,030</b>
Publishing industries	17	100-249	D
Motion picture & sound recording industries	14	187	2,746
Broadcasting & telecommunications	30	366	16,024
Information & data processing services	8	20-99	D
<b>Accommodation &amp; food services</b>	<b>422</b>	<b>17,534</b>	<b>421,444</b>
Accommodation	77	10,766	314,352
Food services & drinking places	345	6,768	107,092
<b>Wholesale trade</b>	<b>171</b>	<b>1,391</b>	<b>45,562</b>
Wholesale trade, durable goods	69	435	14,068
Wholesale trade, nondurable goods	102	956	31,494
<b>Retail trade</b>	<b>782</b>	<b>8,751</b>	<b>189,674</b>
Motor vehicle & parts dealers	40	626	24,237
Furniture & home furnishing stores	36	100-249	D

### 11.3.1

CONTINUED

Industry	Number of Establishments <sup>1</sup>	Number of Employees <sup>2</sup>	Annual Payroll (\$1,000)
Electronics & appliance stores	23	100-249	D
Bldg material & garden equip & supp dealers	45	555	13,911
Food & beverage stores	85	1,869	35,145
Health & personal care stores	47	577	13,861
Gasoline stations	40	597	10,172
Clothing & clothing accessories stores	229	1,702	32,447
Sporting goods, hobby, book & music stores	55	538	8,078
General merchandise stores	26	941	20,717
Miscellaneous store retailers	145	963	21,204
Nonstore retailers	11	20-99	D
<b>Finance &amp; insurance</b>	<b>130</b>	<b>744</b>	<b>26,030</b>
Credit intermediation & related activities	77	531	17,093
Security, commodity contracts & like activity	18	61	3,744
Insurance carriers & related activities	35	152	5,193
<b>Real estate &amp; rental &amp; leasing</b>	<b>251</b>	<b>2,388</b>	<b>65,486</b>
Real estate	186	1,000-2,499	D
Rental & leasing services	64	1,000-2,499	D
Lessors of other nonfinancial intangible asset	1	0-19	D
<b>Professional, scientific &amp; technical services</b>	<b>260</b>	<b>877</b>	<b>33,065</b>
Management of companies & enterprises	9	169	7,744
Admin, support, waste mgmt, remediation svcs	251	3,085	61,678
Administrative & support services	239	2,936	56,782
Waste management & remediation services	12	149	4,896
<b>Educational services</b>	<b>52</b>	<b>552</b>	<b>11,796</b>
<b>Health care and social assistance</b>	<b>308</b>	<b>4,450</b>	<b>156,179</b>
Ambulatory health care services	231	1,997	83,759
Hospitals	4	500-999	D
Nursing & residential care facilities	10	500-999	D
Social assistance	63	1,032	19,776
<b>Arts, entertainment &amp; recreation</b>	<b>99</b>	<b>1,230</b>	<b>25,991</b>
Performing arts, spectator sports, & related inds	23	216	4,186
Museums, historical sites & like institutions	8	147	3,265
Amusement, gambling & recreation industries	68	867	18,540
<b>Other services (except public administration)</b>	<b>406</b>	<b>2,710</b>	<b>51,760</b>
Repair & maintenance	77	382	9,023
Personal & laundry services	91	729	12,213
Religious, grantmaking, civic, prof. etc. orgs	238	1,599	30,524
Auxiliaries (exc corp, subsidiary & regional mgmt)	5	100-249	D
<b>Unclassified establishments</b>	<b>52</b>	<b>55</b>	<b>1,497</b>
<b>Total</b>	<b>3,889</b>	<b>52,250</b>	<b>1,374,260</b>

<sup>1</sup> Data refer to establishments in business at anytime during the year.

<sup>2</sup> For week including March 12. A range for the number of employees may be given to avoid disclosing data for individual companies.

D: Withheld to avoid disclosing data for individual companies.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *County Business Patterns 1999-2000*, on CD-ROM.

### 11.3.2

## LARGEST PRIVATE CORPORATIONS, MAUI COUNTY

Company	State Rank		Sales (\$ million)		Employees
	2001	2000	2001	2000	
Maui Land & Pineapple Co. Inc.	32	52	172.6	141.5	1,830
T S Restaurants of Hawaii & California	77	89	79.7	80.5	1,350
Valley Isle Motors Ltd.	90	109	73.0	68.9	140
Four Seasons Resort	91	103	72.0	71.0	643
The Westin Maui	106	111	65.0	68.0	606
VIP Foodservice	127	134	55.0	55.0	140
Maui Petroleum Inc.	172	207	32.2	28.9	15
Dorvin D. Leis Co. Inc.	175	165	32.0	42.5	200
MINIT STOP Stores	180	199	30.8	30.3	166
Maui Marriott	185	216	30.0	28.0	436
KBHL LLC (Kapalua Bay Hotel)	214	234	24.5	25.5	239
Hale Makua	218	NR	24.0	21.3	450
Maui Toyota	219	NR	24.0	22.0	34
Maui Medical Group Inc.	229	243	22.2	23.6	215
Donald M. Zwade Inc. (dba Mor-Rad Foodservice)	230	242	22.0	24.0	48
Fresh Island Fish Co. Inc.	NR	NR	13.9	NA	60

NR: Not ranked.

SOURCE: "Top 250," *Hawaii Business*, August 1999, pp.57, 84-128, 146-154.

### 11.3.3

## CHARACTERISTICS OF BUSINESS ESTABLISHMENTS, MAUI COUNTY

*Excludes government employees, agricultural production workers and self-employed persons*

Characteristics	2000		1999	
	State Total	Maui	State Total	Maui
Number of establishments <sup>1</sup>	29,853	3,889	29,569	3,790
Number of employees <sup>2</sup>	432,092	52,250	419,047	50,417
Payroll—First quarter (\$1,000)	2,982,367	323,832	2,756,846	294,703
Payroll—Annual (\$1,000)	12,331,233	1,374,260	11,661,968	1,236,668

<sup>1</sup> Data refer to establishments active anytime during the year.

<sup>2</sup> For week including March 12.

D: Withheld to avoid disclosing data for individual companies.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *County Business Patterns 1999-2000*, on CD-ROM.

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### 11.3.4

## NUMBER OF BUSINESS ESTABLISHMENTS, STATE OF HAWAII AND MAUI COUNTY

*Through 1982, this table includes business establishments with taxable payrolls during the first quarter of the calendar year; for 1983 and later years, it includes those with taxable payrolls anytime during the year*

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Year	State Total	Maui County
1979	20,621	1,858
1980	21,125	1,864
1981	21,264	1,872
1982	21,655	1,988
1983 <sup>1</sup>	24,519	2,257
1984	25,093	2,406
1985	25,742	2,528
1986	26,212	2,656
1987	27,281	2,867
1988	27,938	2,958
1989	28,443	3,096
1990	29,313	3,239
1991	29,736	3,367
1992	30,467	3,482
1993	30,157	3,502
1994	29,995	3,578
1995	29,942	3,639
1996	29,967	3,708
1997	29,991	3,766
1998 <sup>2</sup>	29,603	3,746
1999	29,569	3,790
2000	29,853	3,889

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<sup>1</sup> New definition (see headnote).

<sup>2</sup> Start of data collection on NAICS basis. NAICS (North American Industry Classification System) replaces the old SIC (Standard Industrial Classification) codes.

SOURCES: Hawaii Department of Business, Economic Development & Tourism, *County and District Trends in Hawaii, 1991*, (Statistical Report 224, January 1992), table 18; U.S. Department of Commerce, Bureau of the Census, *County Business Patterns*, CD-ROM 1992-1997 (annual).

11.3.5

**SERVICE ESTABLISHMENTS WITH PAYROLL AND SUBJECT  
TO FEDERAL INCOME TAX, FOR PLACES WITH 2,500  
INHABITANTS OR MORE, MAUI COUNTY**

Geographic Area	NUMBER		SALES (\$1000)	
	1987	1992	1987	1992
All Services				
Maui County	725	880	652,792	918,353
Lanai	3	2	D	D
Molokai	20	20	17,641	11,803
Kaunakakai		3		92
Maui				
Haiku-Pauwela		7		715
Kahului	171	195	110,323	128,700
Kihei	66	121	16,496	14,965
Lahaina	116	137	140,715	167,454
Makawao	14	27	D	5,334
Napili-Honokowai		3		3,796
Pukalani	18	17	2,674	6,146
Wailea-Makena		5		D
Wailuku	237	254	67,673	131,363
Balance of County	80	89	295,383	D
<b>Hotels<sup>1</sup></b>				
Maui County	45	67	402,763	D
Lanai	-	-		-
Molokai	2	3	D	D
Kaunakakai		1		D
Maui				
Haiku-Pauwela		1		D
Kahului	3	3	D	D
Kihei	7	17	8,064	112,386
Lahaina	17	20	102,114	118,132
Napili-Honokowai		3		3,796
Wailea-Makena		2		D
Wailuku	1	2	D	D
Balance of County	15	15	268,550	D
<b>Automotive Services<sup>2</sup></b>				
Maui County	70	77	73,773	94,709
Lanai		-		-
Molokai	5	3	1,663	1,427
Maui				
Haiku-Pauwela		1		D
Kahului	30	27	57,949	51,466
Kihei	2	2	D	D
Lahaina	7	9	1,558	1,533
Makawao	1	2	D	D
Wailuku	16	23	4,286	7,955
Balance of County	9	10	7,365	31,502

## 11.3.5

CONTINUED

Geographic Area	NUMBER		SALES (\$1000)	
	1987	1992	1987	1992
<b>Amusement Services<sup>3</sup></b>				
Maui County	96	123	37,676	72,681
Lanai		–		–
Molokai	3	3	D	D
Maui				
Haiku-Pauwela		1		D
Kahului	14	20	4,539	9,083
Kihei	18	30	2,964	20,439
Lahaina	27	38	20,813	26,661
Makawao	3	2	D	D
Pukalani	2	2	D	D
Wailuku	12	9	2,815	4,695
Balance of County	17	18	4,848	6,568
<b>Health Services<sup>4</sup></b>				
Maui County	151	195	45,249	98,513
Lanai	2	2	D	D
Molokai	5	6	D	1,929
Maui				
Kahului	43	53	11,382	23,899
Kihei	9	18	1,183	6,584
Lahaina	14	16	5,001	5,674
Makawao	2	9	D	1,310
Pukalani	9	6	1,964	2,160
Wailuku	63	76	23,778	54,540
Balance of County	4	9	D	D
<b>Legal Services<sup>5</sup></b>				
Maui County	50	53	14,329	20,846
Lanai	–	–	D	–
Molokai		–		–
Maui				
Kahului	4	5	1,999	D
Kihei	2	3	D	D
Lahaina	3	1	D	D
Makawao		1		D
Wailuku	41	41	11,548	16,571
Balance of County	–	2	–	D

<sup>1</sup> Including motels and other lodging places (SIC 70), but excluding condominium apartments in transient use.

<sup>2</sup> Automotive repairs, services, and parking garages (SIC 75).

<sup>3</sup> Amusement and recreation services, including motion pictures and museums (SIC 78, 79, 84).

<sup>4</sup> Health services, except hospitals (SIC 80, ex. 806).

<sup>5</sup> Legal services (SIC 81).

D: Withheld to avoid disclosing data for individual companies.

SOURCE: U.S. Bureau of the Census, *1987 Census of Service Industries, Hawaii*, SC87-A-12 (July 1989), table 5; *1992 Census of Service Industries, Hawaii*, SC92-A-12, table 4.

### 11.3.6

## SERVICE ESTABLISHMENTS BY TYPE AND LOCATION

Based on primary Standard Industrial Classification (SIC) code and zip code

Establishment Type, 1999		Location / Number		Location / Number		Totals	
<b>Professional, scientific &amp; technical services (NAICS 541—)</b>							
Haiku	9	Kula	9	Paia	5		
Kahului	43	Lahaina	18	Wailuku	103		
Kihei	37	Makawao	23			Maui subtotal	247
Kaunakakai	1	Maunaloa	1	Lanai City	2	Total	251
<b>Management of companies &amp; enterprises (NAICS 551—)</b>							
Kahului	2	Kihei	1	Lahaina	5		
Wailuku	1					Total	9
<b>Administrative &amp; support services (NAICS 561—)</b>							
Haiku	7	Kihei	53	Makawao	14		
Hana	2	Kula	5	Paia	3		
Kahului	42	Lahaina	42	Wailuku	46	Maui subtotal	214
Kaunakakai	6	Maunaloa	1	Lanai City	2	Total	223
<b>Waste management &amp; remediation services (NAICS 562—)</b>							
Kahului	4	Makawao	1	Wailuku	4		
Kihei	1					Maui subtotal	10
Hoolehua	1					Total	11
<b>Educational services (NAICS 611—)</b>							
Haiku	5	Kula	2	Paia	1		
Kahului	7	Lahaina	6	Wailuku	11		
Kihei	13	Makawao	11			Total	56
<b>Ambulatory health care services (NAICS 621—)</b>							
Haiku	3	Kihei	29	Makawao	16		
Hana	2	Kula	5	Paia	4		
Kahului	57	Lahaina	18	Wailuku	84	Maui subtotal	218
Kaunakakai	6	Kualapuu	1	Lanai City	2	Total	227
<b>Hospitals (NAICS 622—)</b>							
Wailuku	1	Kula	1			Maui subtotal	2
Kaunakakai	1	Lanai City	1			Total	4
<b>Nursing &amp; residential care facilities (NAICS 623—)</b>							
Kahului	4	Lahaina	2	Wailuku	1		
Kihei	1	Makawao	2			Total	10
<b>Social assistance (NAICS 624—)</b>							
Hana	1	Kula	2	Paia	3		
Kahului	10	Lahaina	2	Wailuku	20		
Kihei	4	Makawao	7			Maui subtotal	49
Hoolehua	2	Kaunakakai	6	Kualapuu	2	Total	61
Lanai City	2						
<b>Performing arts, spectator sports, &amp; related industries (NAICS 711—)</b>							
Haiku	1	Kula	2	Makawao	3		
Kahului	1	Lahaina	8	Wailuku	2		
Kihei	5					Total	22

### 11.3.6

CONTINUED

<b>Establishment Type, 1999</b>							
<b>Location / Number</b>		<b>Location / Number</b>		<b>Location / Number</b>		<b>Totals</b>	
<b>Museums, historical sites &amp; like institutions (NAICS 712—)</b>							
Hana	2	Kula	1	Wailuku	2		
Kahului	1	Makawao	1			Maui subtotal	7
Kualapuu	1					Total	8
<b>Amusement, gambling &amp; recreation industries (NAICS 713—)</b>							
Hana	2	Kula	2	Paia	1		
Kahului	14	Lahaina	18	Wailuku	6		
Kihei	18	Makawao	5			Maui subtotal	66
Maunaloa	1					Total	67
<b>Accommodation (NAICS 721—)</b>							
Haiku	2	Kihei	27	Lahaina	40		
Hana	2	Kula	1	Wailuku	2		
Kahului	2					Maui subtotal	76
Kaunakakai	4	Maunaloa	5	Lanai City	1	Total	86
<b>Food services &amp; drinking places (NAICS 722—)</b>							
Haiku	2	Kihei	69	Makawao	16		
Hana	1	Kula	5	Paia	11		
Kahului	71	Lahaina	106	Wailuku	43	Maui subtotal	324
Hoolehua	1	Kaunakakai	5	Maunaloa	1		
Lanai City	3					Total	334
<b>Repair &amp; maintenance (NAICS 811—)</b>							
Haiku	3	Kula	2	Makawao	3		
Kahului	28	Lahaina	3	Wailuku	28		
Kihei	4					Maui subtotal	71
Kaunakakai	2					Total	73
<b>Personal &amp; laundry services (NAICS 812—)</b>							
Haiku	3	Kula	2	Makawao	6		
Kahului	16	Lahaina	19	Wailuku	18		
Kihei	20					Maui subtotal	84
Kaunakakai	1					Total	85
<b>Religious, grantmaking, civic, prof &amp; like organizations (NAICS 813—)</b>							
Haiku	2	Kihei	63	Makawao	6		
Hana	1	Kula	4	Paia	5		
Kahului	22	Lahaina	75	Wailuku	39	Maui subtotal	217
Hoolehua	1	Kaunakakai	9	Maunaloa	2		
Lanai City	2					Total	231
						<b>Grand Total</b>	<b>1,758</b>

NOTE: Pukalani is combined with Makawao, and Puunene with Kahului.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 1999*, on CD-ROM.

