
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 1,488 employees, and sales of \$169 million in 2003. 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
All Establishments¹				
Total (number)	100	34	27	8
With 20 employees or more (number)	9	6	2	1
All Employees				
Number	1,919	1,000 to 2,499	798	692
Payroll (\$1,000)	51,302	D	19,931	17,005
Production Workers				
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
Value Added by Manufacture²				
(\$1,000)	123,343	D	41,776	34,490
Cost of Materials³				
(\$1,000)	135,369	D	60,245	56,813
Value of Shipments³				
(\$1,000)	259,608	D	102,128	91,323
Total Capital Expenditures				
(\$1,000)	4,020	D	2,893	D

¹ Includes establishments with payroll at any time during the year.

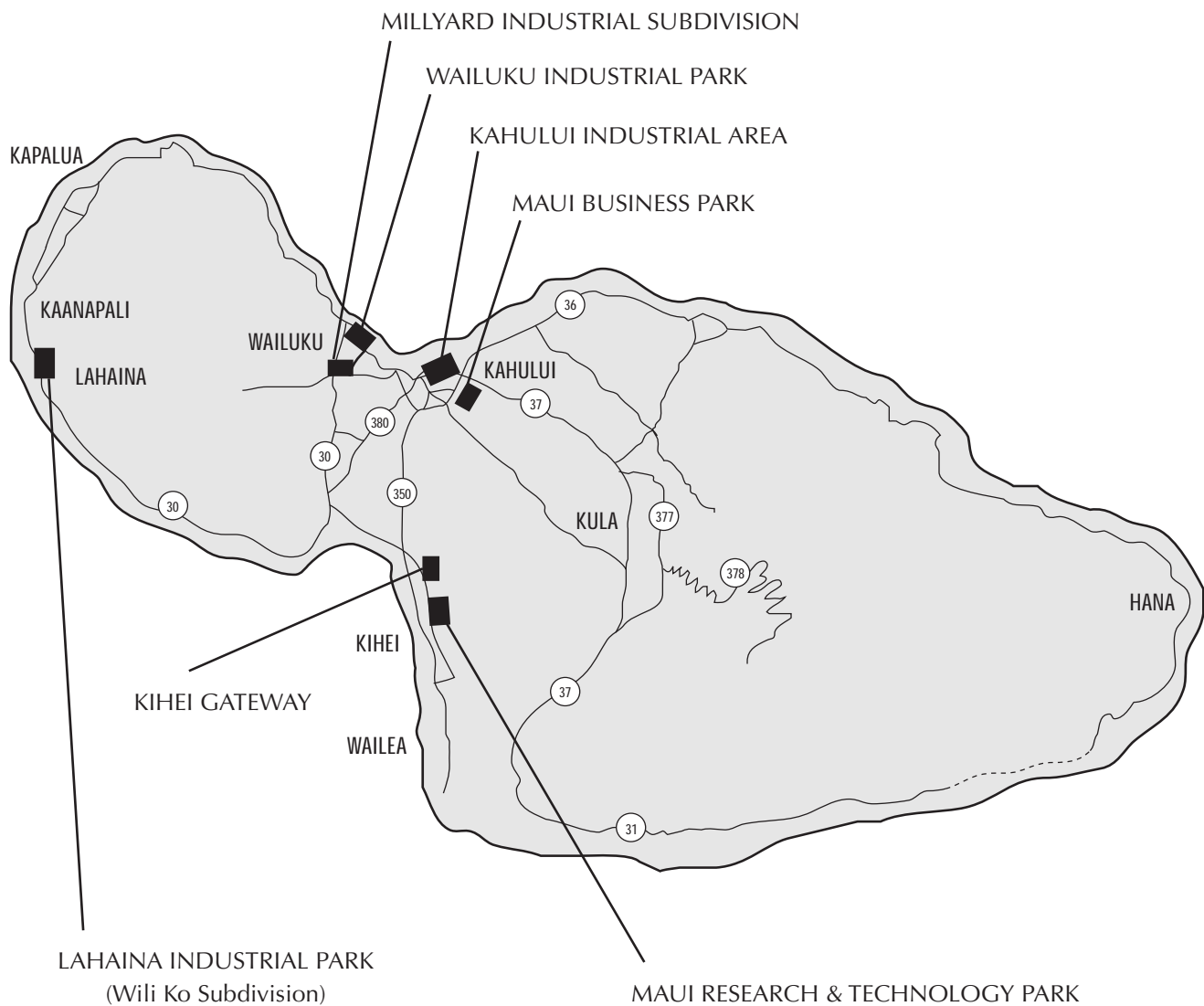
² Computed using inventory data reported at cost or market prior to adjustment to LIFO cost.

³ 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 Area	200 acres	Kahului	Light industrial and commercial
Maui Business Park	75 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
Kihei Gateway	30 acres	Kihei	Light industrial and 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

	1996	1997	1998	1999	2000	2001	2002	2003
Retailing	833,349,525	621,260,750	649,032,400	1,200,011,150	1,357,279,775	1,363,859,275	1,288,265,075	1,416,929,475
Services	323,517,975	315,540,900	328,849,125	404,622,650	445,827,275	480,773,575	497,605,975	538,502,100
Contracting	181,665,900	161,468,800	193,365,375	259,711,650	326,777,275	360,568,625	364,438,350	425,070,200
Theater, Amusements, Radio, etc.	6,348,825	5,757,150	6,518,225	15,984,275	16,659,825	19,942,250	20,309,700	21,195,600
Interest	8,360,500	7,568,225	7,794,250	11,002,075	12,191,625	16,204,050	18,674,475	18,889,650
Commissions	55,078,925	53,701,225	64,093,175	82,441,600	102,188,000	108,053,925	105,181,525	135,367,700
Hotel Rentals	326,989,550	219,644,400	192,012,700	332,734,900	373,941,925	318,051,550	321,252,400	359,701,525
All Other Rentals	230,939,550	189,527,750	206,840,275	272,953,600	284,930,450	291,789,000	289,637,275	301,241,100
Use (4%)	16,284,725	6,608,975	9,585,650	32,232,375	44,145,100	36,581,075	25,138,275	45,193,250
All Others (4%)	106,482,875	73,681,600	76,290,300	125,497,600	119,762,625	118,982,400	117,366,800	128,484,500
SUB-TOTAL	2,089,018,350	1,654,759,775	1,734,381,475	2,737,191,875	3,083,703,875	3,114,805,725	3,047,869,850	3,390,575,100
Insurance Solicitors	38,562,000	29,943,333	31,336,665	94,902,666	41,309,334	121,564,668	59,276,000	63,635,334
Sugar Processing	-574,000	85,400	6,800	73,000	147,600	57,400	82,000	40,400
Pineapple Canning	353,800	265,400	607,000	2,900,400	2,376,000	2,210,000	1,978,400	4,091,600
Producing	25,030,200	21,713,000	26,281,200	29,412,400	28,193,200	25,924,400	23,407,000	23,037,600
Manufacturing	17,230,800	17,607,400	18,410,800	21,927,400	27,228,200	29,517,200	29,829,600	37,399,400
Wholesaling	247,287,400	191,297,600	209,382,400	328,986,000	367,046,000	384,273,200	358,084,800	365,772,200
Services (Intermediary)	25,437,400	26,346,200	25,449,200	30,991,200	37,430,000	38,642,600	47,747,000	50,574,800
Use (1/2%)	83,113,800	42,011,800	61,979,800	183,129,000	233,743,000	224,557,800	216,882,000	172,571,600
SUB-TOTAL	436,441,400	329,270,133	373,473,865	692,322,066	737,473,334	826,747,268	737,286,800	717,122,934
GRAND TOTAL	2,525,459,750	1,984,029,908	2,107,855,340	3,429,513,941	3,821,177,209	3,941,552,993	3,785,156,650	4,107,698,034

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 1996 to 2003 (annual).

11.2.2

RETAIL ESTABLISHMENTS BY TYPE AND LOCATION

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

2001 Establishment Type		Location / Number		Location / Number		Location / Number		Totals	
Motor vehicle & parts dealers (NAICS 441—)									
	Kahului	24	Lahaina	5					
	Kihei	3	Makawao	1	Wailuku	10	Maui subtotal		43
	Kaunakakai	2	Lanai City	2			Total		47
Furniture & home furnishing stores (NAICS 442—)									
	Haiku	1	Kihei	5	Lahaina	7			
	Kahului	19	Kula	1	Wailuku	5	Total		38
Electronics & appliance stores (NAICS 443—)									
	Kahului	12	Lahaina	5	Kula	1			
	Kihei	7	Wailuku	3			Total		28
Building material & garden equipment & supplies dealers (NAICS 444—)									
	Haiku	1	Kula	2	Wailuku	5			
	Kahului	22	Lahaina	5	Hana	1			
	Kihei	2	Makawao	2	Paia	1	Maui subtotal		41
	Hoolehua	1	Kaunakakai	2	Lanai City	1	Total		45
Food & beverage stores (NAICS 445—)									
	Haiku	4	Kula	1	Paia	3			
	Kahului	21	Lahaina	18	Wailuku	13			
	Kihei	10	Makawao	5	Lanai City	3	Maui subtotal		75
	Kaunakakai	6	Kualapuu	1			Total		85
Health & personal care stores (NAICS 446—)									
	Haiku	1	Paia	1	Wailuku	4			
	Kahului	17	Lahaina	20					
	Kihei	5	Makawao	1			Maui subtotal		49
	Kaunakakai	1					Total		50
Gasoline stations (NAICS 447—)									
	Haiku	2	Kihei	5	Wailuku	6			
	Paia	1	Kula	1					
	Kahului	12	Lahaina	10			Maui subtotal		37
	Kaunakakai	2	Lanai City	1			Total		40

11.2.2

CONTINUED

2001 Establishment Type							
Location	Number	Location	Number	Location	Number	Totals	
Clothing & clothing accessories stores (NAICS 448—)							
Haiku	1	Kula	1	Paia	4		
Kahului	40	Lahaina	128	Wailuku	8		
Kihei	50	Makawao	4	Lanai City	1	Maui subtotal	236
Kaunakakai	3					Total	240
Sporting goods, hobby, book & music stores (NAICS 451—)							
Paia	1	Wailuku	8	Kihei	9		
Kahului	20	Lahaina	14	Makawao	3		
Kalaupapa	1	Kaunakakai	1			Maui subtotal	55
						Total	57
General merchandise stores (NAICS 452—)							
Hana	1	Lahaina	2	Wailuku	1		
Kahului	8	Makawao	2	Haiku	1		
Kihei	2	Paia	1			Maui subtotal	18
Kaunakakai	4	Lanai City	1			Total	23
Miscellaneous store retailers (NAICS 453—)							
Hana	3	Kula	4	Paia	3		
Kahului	20	Lahaina	78	Wailuku	9		
Kihei	27	Makawao	9			Maui subtotal	153
Maunaloa	1	Lanai City	2	Kaunakakai	1	Total	157
Nonstore retailers (NAICS 454—)							
Kihei	1	Kula	2	Wailuku	1		
Kahului	3	Lanai City	1			Maui subtotal	7
Hoolehua	1					Total	9
						Grand Total	819

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

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 2002*, 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, 2002 database supplied to Claritas, Inc.

11.2.4

SUMMARY OF RETAIL TRADE BY BUSINESS GROUP, MAUI COUNTY

Sales in thousands of dollars

1997	Estab- lishments	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, 1997 Economic Census CD-ROM Vol. 1, Release 1F.

11.2.5

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 ¹	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

¹ 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.

11.2.6

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 2004	RANGE PER SQUARE FOOT PER MONTH		
		Retail	Office	Warehouse
West Maui:				
	Lahaina Shopping Centers	\$2.50 to \$4.50	NA	NA
	Off Front Street	\$2.00 to \$5.00	\$1.25 to \$1.75	NA
	Industrial Area	\$1.25 to \$2.10	\$1.00 to \$2.00	\$1.25 to \$1.75
	Front Street	\$8.50 to \$35.00	\$1.50 to \$2.50	NA
	Kihei	\$1.75 to \$3.50	\$1.40 to \$2.75	\$1.10 to \$1.30
	Wailuku	\$1.45 to \$2.00	\$1.00 to \$2.00	\$1.00 to \$1.25
	Kahului	\$1.45 to \$3.50	\$1.35 to \$2.00	\$0.90 to \$1.35
	Common area charges (in addition to rent, per square foot rented, all areas):	\$0.15 to \$1.15	\$0.23 to \$0.95	\$0.08 to \$0.50

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, 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 Establishments¹	Number of Employees²	Annual Payroll (\$1,000)
Forestry, fishing, hunting, and agriculture support	6	0-19	D
Mining	2	0-19	D
Utilities	8	250-499	D
Construction	414	2,804	116,632
Building, developing & general contracting	150	965	35,749
Heavy construction	17	183	7,810
Special trade contractors	247	1,656	73,073
Manufacturing	96	1,507	49,253
Food mfg	34	1119	36,070
Beverage & tobacco product mfg	2	20-99	D
Textile product mills	5	0-19	D
Apparel manufacturing	3	0-19	D
Wood product mfg	3	50	1,162
Printing & related support activities	13	85	2,295
Chemical mfg	6	20-99	D
Plastics & rubber products mfg	1	0-19	D
Nonmetallic mineral product mfg	8	112	6,416
Fabricated metal product mfg	4	0-19	D
Machinery mfg	2	0-19	D
Computer & electronic product mfg	1	0-19	D
Transportation equipment mfg	1	0-19	D
Furniture & related product mfg	2	0-19	D
Miscellaneous mfg	11	23	546
Transportation & warehousing	122	2,581	72,197
Air transportation	11	746	22,439
Water transportation	7	20-99	D
Truck transportation	25	365	12,216
Transit & ground passenger transportation	15	259	3,286
Scenic & sightseeing transportation	45	941	23,271
Transportation support activities	11	140	5,973
Couriers & messengers	8	20-99	D
Information	77	719	26,843
Publishing industries	24	214	9,705
Motion picture & sound recording industries	19	191	2,909
Broadcasting & telecommunications	26	286	13,092
Information & data processing services	8	28	1,137
Accommodation & food services	442	17,345	408,154
Accommodation	65	9,135	288,870
Food services & drinking places	377	8,210	119,284
Wholesale trade	174	1,304	42,362
Wholesale trade, durable goods	77	402	13,331
Wholesale trade, nondurable goods	97	902	29,031
Retail trade	821	9,352	204,035
Motor vehicle & parts dealers	46	641	27,094

11.3.1

CONTINUED

Industry	Number of Establishments ¹	Number of Employees ²	Annual Payroll (\$1,000)
Furniture & home furnishing stores	38	260	7,784
Electronics & appliance stores	28	142	2,922
Bldg material & garden equip & supp dealers	47	596	15,741
Food & beverage stores	85	1,863	38,301
Health & personal care stores	50	688	13,899
Gasoline stations	40	489	9,248
Clothing & clothing accessories stores	242	1,932	35,063
Sporting goods, hobby, book & music stores	57	494	8,434
General merchandise stores	24	1,267	26,879
Miscellaneous store retailers	157	937	17,862
Nonstore retailers	9	43	808
Finance & insurance	142	808	31,332
Credit intermediation & related activities	90	601	23,016
Security, commodity contracts & like activity	20	58	2,899
Insurance carriers & related activities	32	149	5,417
Real estate & rental & leasing	273	2,424	68,907
Real estate	200	1,000-2,499	D
Rental & leasing services	72	500-999	D
Lessors of other nonfinancial intangible asset	1	0-19	D
Professional, scientific & technical services	316	1,258	43,917
Management of companies & enterprises	12	192	7,611
Admin, support, waste mgmt, remediation svcs	257	3,084	88,659
Administrative & support services	239	2,956	84,547
Waste management & remediation services	18	128	4,112
Educational services	70	657	14,965
Health care and social assistance	329	4,782	169,929
Ambulatory health care services	246	2,012	90,674
Hospitals	3	500-999	D
Nursing & residential care facilities	13	500-999	D
Social assistance	67	1,210	23,657
Arts, entertainment & recreation	99	1,304	28,762
Performing arts, spectator sports, & related inds	28	289	7,048
Museums, historical sites & like institutions	14	170	3,478
Amusement, gambling & recreation industries	57	845	18,236
Other services (except public administration)	424	2,816	58,046
Repair & maintenance	80	375	9,370
Personal & laundry services	94	815	15,152
Religious, grantmaking, civic, prof. etc. orgs	250	1,626	33,524
Auxiliaries (exc corp, subsidiary & regional mgmt)	5	100-249	D
Unclassified establishments	15	0-19	D
Total	4,104	53,407	1,459,381

¹ Data refer to establishments in business at anytime during the year.

² 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 2002*, on CD-ROM.

11.3.2

LARGEST PRIVATE CORPORATIONS, MAUI COUNTY

Company	State Rank		Sales (\$ million)		Employees
	2004	2003	2003	2002	
Maui Land & Pineapple Co. Inc.	40	37	168.7	147.7	1,488
Grand Wailea Resort & Spa	51	NR	133.5	131.0	1,200
TS Restaurants of Hawaii & Calif.	74	82	92.0	83.6	1,600
Four Seasons Resort	80	94	83.0	72.0	800
Valley Isle Motors Ltd.	86	89	78.7	74.2	144
VIP Foodservice	129	131	55.0	53.0	125
Dorvin D. Leis Co. Inc.	144	147	47.0	46.0	220
West Maui Resort Partners LP	156	NR	42.0	40.0	433
Maui Petroleum Inc.	175	184	35.1	29.7	15
Maui Toyota	177	183	34.7	29.7	42
MINIT STOP Stores	186	190	32.9	28.4	175
Donald M Zwade Inc.	191	211	31.0	24.0	83
Hale Makua	212	216	24.8	23.9	476
Fresh Island Fish Co. Inc.	239	234	20.0	20.0	67
Wailea Golf LLC	240	NR	20.0	20.0	160
Maui Medical Group Inc.	242	242	19.5	17.5	208

SOURCE: "Top 250," *Hawaii Business*, August 2004.
NR: Not ranked.

11.3.3

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS, MAUI COUNTY

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

Characteristics	2001		2002	
	State Total	Maui	State Total	Maui
Number of establishments ¹	30,853	3,955	30,633	4,104
Number of employees ²	441,856	54,155	439,934	53,407
Payroll—First quarter (\$1,000)	3,136,371	344,818	3,237,290	348,190
Payroll—Annual (\$1,000)	12,684,140	1,406,686	13,352,194	1,459,381

¹ Data refer to establishments active anytime during the year.

² 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 2002*, on CD-ROM.

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

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 ¹	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 ²	29,603	3,746
1999	29,569	3,790
2000	29,853	3,889
2001	30,853	3,955
2002	30,633	4,104

¹ New definition (see headnote).

² 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 2002 (annual).

11.3.5

SERVICE ESTABLISHMENTS FOR PLACES WITH 2,500 INHABITANTS OR MORE, MAUI COUNTY

Geography	Number of establishments	Sales, Shipments, Receipts, or revenue (\$1,000)	Number of employees	Annual Payroll (\$1,000)
Professional, scientific, and technical services (NAICS 54)				
Maui County	227	75,165	754	25,731
Kaunakakai, Molokai	2	D	0 to 19	D
Haiku-Pauwela	8	545	3	115
Kahului	27	10,423	78	3,277
Kihei	31	6,994	89	2,059
Lahaina	14	3,444	42	1,118
Makawao	7	1,387	24	622
Napili-Honokowai	1	D	0 to 19	D
Pukalani	9	1,733	24	700
Wailea-Makena	11	1,211	12	317
Wailuku	96	45,325	447	16,527
Balance of Maui County	21	D	20 to 99	D
Administrative and support and waste management and remediation services (NAICS 56)				
Maui County	194	89,936	2,022	34,218
Kaunakakai, Molokai	2	D	0 to 19	D
Haiku-Pauwela	4	794	15	217
Kahului	34	26,652	800	10,895
Kihei	28	5,649	107	2,171
Lahaina	30	17,525	363	6,288
Makawao	4	417	4	77
Napili-Honokowai	3	258	6	161
Pukalani	5	849	13	361
Waihee-Waiehu	1	D	0 to 19	D
Wailea-Makena	14	6,804	170	3,965
Wailuku	40	17,948	302	6,278
Balance of Maui County	29	D	100 to 249	D
Educational services (NAICS 61)				
Maui County	33	4,859	91	1,227
Haiku-Pauwela	2	D	0 to 19	D
Kahului	7	952	15	172
Kihei	5	742	8	272
Lahaina	5	707	9	121
Makawao	2	D	0 to 19	D
Pukalani	1	D	0 to 19	D
Wailea-Makena	2	D	0 to 19	D
Wailuku	7	830	17	152
Balance of Maui County	2	D	0 to 19	D
Health care and social assistance (NAICS 62)				
Maui County	230	138,377	1,561	63,875
Lanai	1	D	0 to 19	D
Kaunakakai, Molokai	5	1,220	36	329
Haiku-Pauwela	4	515	3	325
Kahului	60	29,376	355	12,446
Kihei	23	9,386	132	3,327
Lahaina	17	8,516	106	4,949
Makawao	9	1,704	30	595
Pukalani	9	3,552	50	1,127
Wailea-Makena	3	686	3	345
Wailuku	82	77,680	735	38,055
Balance of Maui County	17	D	100 to 249	D

11.3.5

(CONTINUED)

Geography	Number of establishments	Sales, Shipments, Receipts, or revenue (\$1,000)	Number of employees	Annual Payroll (\$1,000)
Arts, entertainment, and recreation (NAICS 71)				
Maui County	80	78,144	945	20,139
Haiku-Pauwela	1	D	0 to 19	D
Kahului	6	3,359	61	931
Kihei	18	11,712	186	3,505
Lahaina	21	35,398	260	8,327
Makawao	2	D	0 to 19	D
Napili-Honokowai	1	D	0 to 19	D
Pukalani	2	D	20 to 99	D
Wailea-Makena	5	D	100 to 249	D
Wailuku	8	D	100 to 249	D
Balance of Maui County	16	D	20 to 99	D
Accommodation and foodservices (NAICS 72)				
Maui County	420	1,130,702	17,951	364,380
Lanai	2	D	20 to 99	D
Molokai	4	3,922	143	1,540
Kaunakakai, Molokai	5	D	20 to 99	D
Haiku-Pauwela	3	932	28	199
Kahului	63	56,199	1,162	15,285
Kihei	74	82,830	1,639	27,889
Lahaina	100	218,043	3,514	60,212
Makawao	7	D	20 to 99	D
Napili-Honokowai	22	76,654	1,123	21,087
Pukalani	10	4,534	129	1,083
Wailea-Makena	19	209,787	2,725	66,079
Wailuku	51	D	250 to 499	D
Balance of Maui County	60	454,709	6,885	165,067
Other services (except public administration) (NAICS 81)				
Maui County	163	54,180	884	16,187
Lanai	1	D	0 to 19	D
Kaunakakai, Molokai	2	D	0 to 19	D
Haiku-Pauwela	4	960	11	178
Kahului	35	18,293	341	6,323
Kihei	18	3,952	52	1,099
Lahaina	19	4,539	65	1,212
Makawao	3	D	0 to 19	D
Napili-Honokowai	2	D	0 to 19	D
Pukalani	8	1,051	14	213
Wailea-Makena	8	1,856	28	537
Wailuku	46	18,164	321	5,686
Balance of Maui County	17	D	20 to 99	D

D: Withheld to avoid disclosing data for individual companies.

Source: U.S. Bureau of Census, 1997 Economic Census, Economic-Wide Key Statistics: 1997

11.3.6

SERVICE ESTABLISHMENTS BY TYPE AND LOCATION

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

Establishment Type, 2001							
Location / Number		Location / Number		Location / Number		Totals	
Professional, scientific & technical services (NAICS 541—)							
Haiku	12	Kula	16	Paia	11		
Kahului	44	Lahaina	22	Wailuku	115		
Kihei	54	Makawao	28	Hana	1	Maui subtotal	303
Kaunakakai	8	Maunaloa	1	Lanai City	2	Total	314
Management of companies & enterprises (NAICS 551—)							
Kahului	2	Kihei	1	Lahaina	8		
Wailuku	1					Total	12
Administrative & support services (NAICS 561—)							
Haiku	10	Kihei	57	Makawao	19		
Hana	1	Kula	7	Paia	3		
Kahului	46	Lahaina	42	Wailuku	46	Maui subtotal	231
Kaunakakai	4	Lanai City	3			Total	238
Waste management & remediation services (NAICS 562—)							
Kahului	6	Makawao	2	Wailuku	4		
Kihei	2	Lahaina	1	Paia	1	Maui subtotal	16
Hoolehua	1	Lanai City	1			Total	18
Educational services (NAICS 611—)							
Haiku	5	Kula	6	Paia	1		
Kahului	13	Lahaina	9	Wailuku	11	Maui subtotal	69
Kihei	14	Makawao	8	Hana	2	Total	70
Kaunakakai	1						
Ambulatory health care services (NAICS 621—)							
Haiku	5	Kihei	26	Makawao	20		
Hana	1	Kula	6	Paia	2		
Kahului	66	Lahaina	22	Wailuku	89	Maui subtotal	237
Kaunakakai	6	Kualapuu	1	Lanai City	3	Total	247
Hospitals (NAICS 622—)							
Wailuku	1	Lanai City	1			Maui subtotal	1
Kaunakakai	1					Total	3
Nursing & residential care facilities (NAICS 623—)							
Kahului	3	Lahaina	2	Wailuku	3		
Kihei	3	Makawao	2			Total	13
Social assistance (NAICS 624—)							
Hana	1	Kula	1	Paia	3		
Kahului	9	Lahaina	4	Wailuku	23		
Kihei	6	Makawao	6	Haiku	2		
Hoolehua	1	Kaunakakai	5	Kualapuu	3	Maui subtotal	55
Lanai City	2					Total	66
Performing arts, spectator sports, & related industries (NAICS 711—)							
Haiku	4	Kula	2	Makawao	2		
Kahului	2	Lahaina	8	Wailuku	6		
Kihei	4					Total	28

11.3.6

CONTINUED

Establishment Type, 2001							
Location / Number		Location / Number		Location / Number		Totals	
Museums, historical sites & like institutions (NAICS 712—)							
Hana	2	Kula	3	Wailuku	3		
Kahului	2	Makawao	2	Lahaina	1	Maui subtotal	13
Kualapuu	1					Total	14
Amusement, gambling & recreation industries (NAICS 713—)							
Hana	2	Kula	1	Paia	2		
Kahului	10	Lahaina	14	Wailuku	5		
Kihei	16	Makawao	4	Haiku	1	Total	55
Accommodation (NAICS 721—)							
Haiku	4	Kihei	20	Lahaina	28		
Hana	2	Kula	3	Wailuku	2		
Kahului	3					Maui subtotal	62
Kaunakakai	3	Maunaloa	4	Lanai City	1	Total	70
Food services & drinking places (NAICS 722—)							
Haiku	4	Kihei	88	Makawao	16		
Hana	1	Kula	3	Paia	10		
Kahului	68	Lahaina	110	Wailuku	59		
Kaunakakai	9	Maunaloa	1			Maui subtotal	359
Lanai City	3	Kualapuu	1			Total	373
Repair & maintenance (NAICS 811—)							
Haiku	3	Kula	1	Makawao	3		
Kahului	31	Lahaina	4	Wailuku	27		
Kihei	9	Paia	1			Maui subtotal	79
Kaunakakai	1					Total	80
Personal & laundry services (NAICS 812—)							
Haiku	1	Kula	1	Makawao	7		
Kahului	22	Lahaina	21	Wailuku	19		
Kihei	22						
						Total	93
Religious, grantmaking, civic, prof & like organizations (NAICS 813—)							
Haiku	3	Kihei	66	Makawao	7		
Hana	3	Kula	6	Paia	6		
Kahului	32	Lahaina	70	Wailuku	42	Maui subtotal	235
Hoolehua	2	Kaunakakai	9	Maunaloa	1	Total	252
Lanai City	5						
						Grand Total	1,946

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

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 2002*, on CD-ROM.

