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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 1,240 employees, and sales of \$153 million in 2004. 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  
MAUI COUNTY AND STATE OF HAWAII**

*Includes operating manufacturing establishments and auxiliaries*

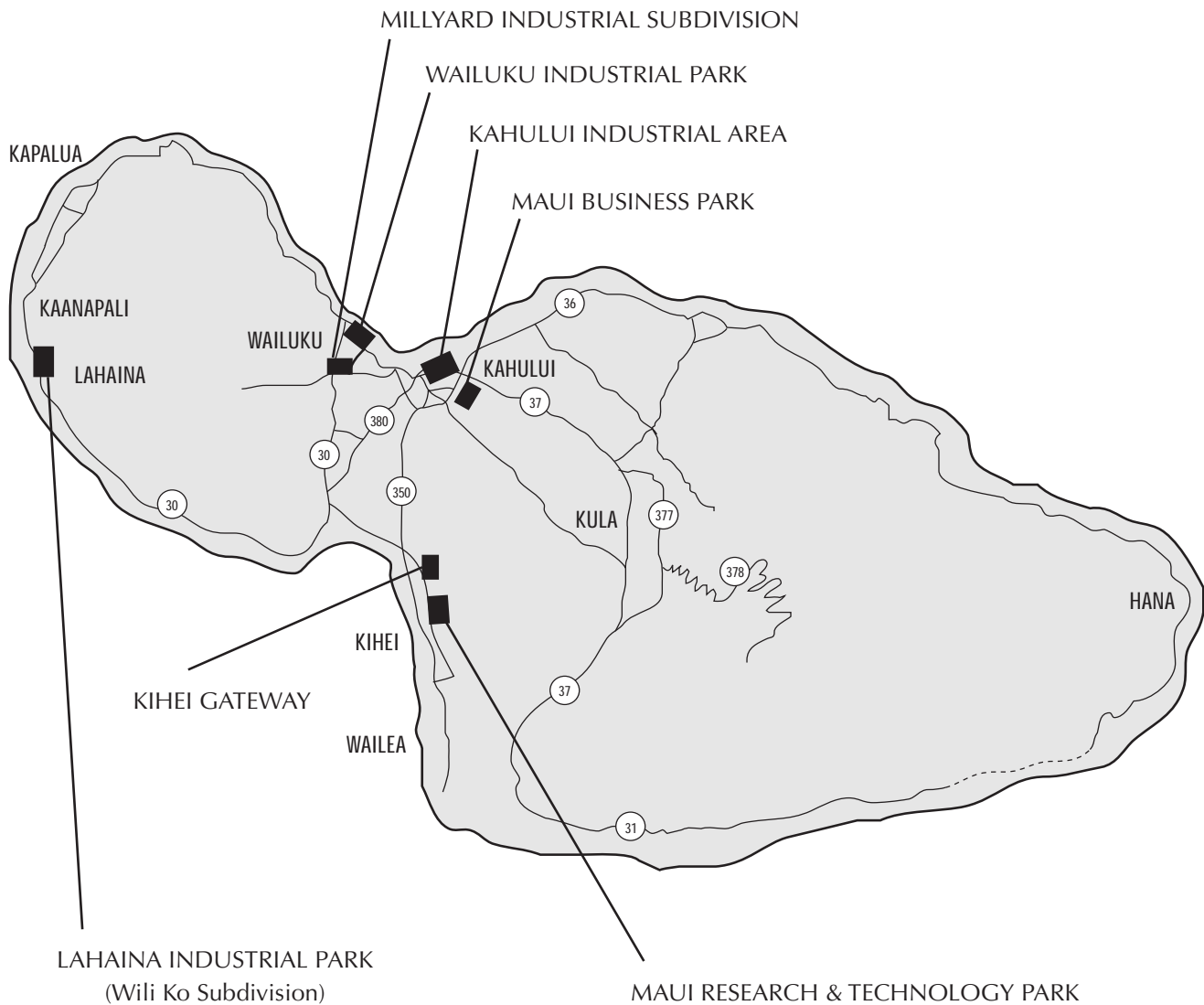
| 2002                               | MAUI COUNTY |         | STATE OF HAWAII |         |
|------------------------------------|-------------|---------|-----------------|---------|
|                                    | All         | Food    | All             | Food    |
| <b>All Establishments</b>          |             |         |                 |         |
| Total (number)                     | 93          | 34      | 929             | 259     |
| With 20 employees or more (number) | 8           | 4       | 157             | 54      |
| <b>All Employees</b>               |             |         |                 |         |
| Number                             | 1,491       | 1,159   | 13,200          | 5,224   |
| Payroll (\$1,000)                  | 50,232      | 36,512  | 421,269         | 145,699 |
| <b>Production Workers</b>          |             |         |                 |         |
| Number                             | 1,141       | 932     | 8,865           | 3,597   |
| Hours (1,000)                      | 2,204       | 1,791   | 16,837          | 6,693   |
| Wages (\$1,000)                    | 35,640      | 27,631  | 254,713         | 90,162  |
| <b>Value Added by Manufacture</b>  |             |         |                 |         |
| (\$1,000)                          | 157,060     | 116,228 | 1,217,728       | 478,098 |
| <b>Cost of Materials</b>           |             |         |                 |         |
| (\$1,000)                          | 113,889     | 87,711  | 2,246,539       | 427,972 |
| <b>Value of Shipments</b>          |             |         |                 |         |
| (\$1,000)                          | 270,556     | 204,002 | 3,460,199       | 908,464 |
| <b>Total Capital Expenditures</b>  |             |         |                 |         |
| (\$1,000)                          | 16,574      | 10,872  | 82,960          | 26,914  |

SOURCE: U.S. Bureau of the Census, 2002 Economic Census.

11.1.2

**INDUSTRIAL PARKS, ISLAND OF MAUI**

|                                 | <b>Size</b> | <b>Location</b> | <b>Types of industries</b>                   |
|---------------------------------|-------------|-----------------|--|
| 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

|                                     | 1997                 | 1998                 | 1999                 | 2000                 | 2001                 | 2002                 | 2003                 | 2004                 |
|-------------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Retailing                           | 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        | 1,606,066,500        |
| Services                            | 315,540,900          | 328,849,125          | 404,622,650          | 445,827,275          | 480,773,575          | 497,605,975          | 538,502,100          | 581,463,850          |
| Contracting                         | 161,468,800          | 193,365,375          | 259,711,650          | 326,777,275          | 360,568,625          | 364,438,350          | 425,070,200          | 452,890,850          |
| Theater, Amusements,<br>Radio, etc. | 5,757,150            | 6,518,225            | 15,984,275           | 16,659,825           | 19,942,250           | 20,309,700           | 21,195,600           | 21,525,925           |
| Interest                            | 7,568,225            | 7,794,250            | 11,002,075           | 12,191,625           | 16,204,050           | 18,674,475           | 18,889,650           | 14,142,100           |
| Commissions                         | 53,701,225           | 64,093,175           | 82,441,600           | 102,188,000          | 108,053,925          | 105,181,525          | 135,367,700          | 149,889,375          |
| Hotel Rentals                       | 219,644,400          | 192,012,700          | 332,734,900          | 373,941,925          | 318,051,550          | 321,252,400          | 359,701,525          | 400,577,025          |
| All Other Rentals                   | 189,527,750          | 206,840,275          | 272,953,600          | 284,930,450          | 291,789,000          | 289,637,275          | 301,241,100          | 295,148,025          |
| Use (4%)                            | 6,608,975            | 9,585,650            | 32,232,375           | 44,145,100           | 36,581,075           | 25,138,275           | 45,193,250           | 41,583,950           |
| All Others (4%)                     | 73,681,600           | 76,290,300           | 125,497,600          | 119,762,625          | 118,982,400          | 117,366,800          | 128,484,500          | 134,171,575          |
| <b>SUB-TOTAL</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> | <b>3,047,869,850</b> | <b>3,390,575,100</b> | <b>3,697,459,175</b> |
| Insurance Solicitors                | 29,943,333           | 31,336,665           | 94,902,666           | 41,309,334           | 121,564,668          | 59,276,000           | 63,635,334           | 108,120,666          |
| Sugar Processing                    | 85,400               | 6,800                | 73,000               | 147,600              | 57,400               | 82,000               | 40,400               | 11,400               |
| Pineapple Canning                   | 265,400              | 607,000              | 2,900,400            | 2,376,000            | 2,210,000            | 1,978,400            | 4,091,600            | 1,535,400            |
| Producing                           | 21,713,000           | 26,281,200           | 29,412,400           | 28,193,200           | 25,924,400           | 23,407,000           | 23,037,600           | 20,054,400           |
| Manufacturing                       | 17,607,400           | 18,410,800           | 21,927,400           | 27,228,200           | 29,517,200           | 29,829,600           | 37,399,400           | 29,042,400           |
| Wholesaling                         | 191,297,600          | 209,382,400          | 328,986,000          | 367,046,000          | 384,273,200          | 358,084,800          | 365,772,200          | 386,196,400          |
| Services (Intermediary)             | 26,346,200           | 25,449,200           | 30,991,200           | 37,430,000           | 38,642,600           | 47,747,000           | 50,574,800           | 45,863,000           |
| Use (1/2%)                          | 42,011,800           | 61,979,800           | 183,129,000          | 233,743,000          | 224,557,800          | 216,882,000          | 172,571,600          | 273,048,400          |
| <b>SUB-TOTAL</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>737,286,800</b>   | <b>717,122,934</b>   | <b>863,872,066</b>   |
| <b>GRAND TOTAL</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> | <b>3,785,156,650</b> | <b>4,107,698,034</b> | <b>4,561,331,241</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 1997 to 2004 (annual).

11.2.2

**RETAIL ESTABLISHMENTS WITH EMPLOYEES  
BY TYPE AND LOCATION**

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

| 2003 Establishment Type   |         | Location / Number |         | Location / Number |            | Location / Number |               | Totals |    |
|---|---------|-------------------|---------|-------------------|------------|-------------------|---------------|--------|----|
| <b>Motor vehicle &amp; parts dealers (NAICS 441—)</b>                               |         |                   |         |                   |            |                   |               |        |    |
|   | Kahului | 24                | Makawao | 2                 | Kaunakakai | 2                 |               |        |    |
|   | Kihei   | 3                 | Wailuku | 10                | Lanai City | 2                 | Maui subtotal |        | 44 |
|   | Lahaina | 5                 |         |                   |            |                   | Total         |        | 48 |
| <b>Furniture &amp; home furnishing stores (NAICS 442—)</b>                          |         |                   |         |                   |            |                   |               |        |    |
|   | Haiku   | 1                 | Kihei   | 5                 | Lahaina    | 7                 |               |        |    |
|   | Kahului | 19                | Kula    | 1                 | Wailuku    | 5                 | Total         |        | 38 |
| <b>Electronics &amp; appliance stores (NAICS 443—)</b>                              |         |                   |         |                   |            |                   |               |        |    |
|   | Kahului | 12                | Kula    | 1                 | Wailuku    | 3                 |               |        |    |
|   | Kihei   | 7                 | Lahaina | 5                 |            |                   | Total         |        | 28 |
| <b>Building material &amp; garden equipment &amp; supplies dealers (NAICS 444—)</b> |         |                   |         |                   |            |                   |               |        |    |
|   | Haiku   | 1                 | Kula    | 2                 | Hoolehua   | 1                 |               |        |    |
|   | Hana    | 1                 | Lahaina | 5                 | Kaunakakai | 2                 |               |        |    |
|   | Kahului | 22                | Makawao | 1                 | Lanai City | 1                 | Maui subtotal |        | 39 |
|   | Kihei   | 2                 | Wailuku | 5                 |            |                   | Total         |        | 43 |
| <b>Food &amp; beverage stores (NAICS 445—)</b>                                      |         |                   |         |                   |            |                   |               |        |    |
|   | Haiku   | 4                 | Lahaina | 18                | Kaunakakai | 6                 |               |        |    |
|   | Kahului | 21                | Makawao | 5                 | Kualapuu   | 1                 |               |        |    |
|   | Kihei   | 10                | Wailuku | 13                | Lanai City | 3                 | Maui subtotal |        | 72 |
|   | Kula    | 1                 |         |                   |            |                   | Total         |        | 82 |
| <b>Health &amp; personal care stores (NAICS 446—)</b>                               |         |                   |         |                   |            |                   |               |        |    |
|   | Haiku   | 1                 | Lahaina | 20                | Wailuku    | 4                 |               |        |    |
|   | Kahului | 17                | Makawao | 1                 | Kaunakakai | 1                 |               |        |    |
|   | Kihei   | 5                 |         |                   |            |                   | Maui subtotal |        | 48 |
|   |         |                   |         |                   |            |                   | Total         |        | 49 |
| <b>Gasoline stations (NAICS 447—)</b>   |         |                   |         |                   |            |                   |               |        |    |
|   | Haiku   | 2                 | Kula    | 1                 | Kaunakakai | 2                 |               |        |    |
|   | Kahului | 12                | Lahaina | 10                | Lanai City | 1                 |               |        |    |
|   | Kihei   | 5                 | Wailuku | 6                 |            |                   | Maui subtotal |        | 36 |
|   |         |                   |         |                   |            |                   | Total         |        | 39 |

## 11.2.2

CONTINUED

| 2003 Establishment Type  |        |          |        |            |        | Totals             |            |
|--|--------|----------|--------|------------|--------|--------------------|------------|
| Location   | Number | Location | Number | Location   | Number |                    |            |
| <b>Clothing &amp; clothing accessories stores (NAICS 448—)</b>     |        |          |        |            |        |                    |            |
| Haiku  | 1      | Kula     | 1      | Wailuku    | 8      |                    |            |
| Kahului  | 40     | Lahaina  | 128    | Kaunakakai | 3      | Maui subtotal      | 232        |
| Kihei  | 50     | Makawao  | 4      | Lanai City | 1      | Total              | 236        |
| <b>Sporting goods, hobby, book &amp; music stores (NAICS 451—)</b> |        |          |        |            |        |                    |            |
| Kahului  | 20     | Makawao  | 3      | Kalaupapa  | 1      |                    |            |
| Kihei  | 9      | Wailuku  | 8      | Kaunakakai | 1      |                    |            |
| Lahaina  | 14     |          |        |            |        | Maui subtotal      | 54         |
|  |        |          |        |            |        | Total              | 56         |
| <b>General merchandise stores (NAICS 452—)</b>                     |        |          |        |            |        |                    |            |
| Haiku  | 1      | Kihei    | 2      | Wailuku    | 1      |                    |            |
| Hana   | 1      | Lahaina  | 2      | Kaunakakai | 4      | Maui subtotal      | 17         |
| Kahului  | 8      | Makawao  | 2      | Lanai City | 1      | Total              | 22         |
| <b>Miscellaneous store retailers (NAICS 453—)</b>                  |        |          |        |            |        |                    |            |
| Hana   | 3      | Lahaina  | 78     | Kaunakakai | 1      |                    |            |
| Kahului  | 20     | Makawao  | 9      | Maunaloa   | 1      |                    |            |
| Kihei  | 27     | Wailuku  | 9      | Lanai City | 2      | Maui subtotal      | 150        |
| Kula   | 4      |          |        |            |        | Total              | 154        |
| <b>Nonstore retailers (NAICS 454—)</b>                             |        |          |        |            |        |                    |            |
| Kahului  | 3      | Kula     | 2      | Hoolehua   | 1      |                    |            |
| Kihei  | 1      | Wailuku  | 1      | Lanai City | 1      | Maui subtotal      | 7          |
|  |        |          |        |            |        | Total              | 9          |
|  |        |          |        |            |        | <b>Grand Total</b> | <b>804</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 2003*.

### 11.2.3

## CHARACTERISTICS OF MAJOR SHOPPING CENTERS, MAUI COUNTY

|                                  | Location | Stores | Year Built/<br>Last Renovated | Gross Leasable<br>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 WITH EMPLOYEES, MAUI COUNTY

*Sales in thousands of dollars*

| 2002  | Estab-<br>lishments | Sales<br>(\$1,000) | Employees | Annual Payroll<br>(\$1,000) |
|---|---------------------|--------------------|-----------|-----------------------------|
| Retail trade (NAICS 44-45)  | 816                 | 1,772,473          | 9,201     | 198,794                     |
| Automobile dealers (NAICS 4411—)                                  | 13                  | D                  | 250-499   | D                           |
| Other motor vehicle dealers (NAICS 4412—)                         | 8                   | 10,989             | 39        | 1,270                       |
| Automotive parts, accessories<br>& tire stores (NAICS 4413—)      | 27                  | D                  | 100-249   | D                           |
| Furniture stores (NAICS 4421—)                                    | 16                  | 18,703             | 85        | 2,832                       |
| Home furnishings stores (NAICS 4422—)                             | 20                  | 20,557             | 139       | 3,858                       |
| Electronics & appliance stores (NAICS 4431—)                      | 22                  | 19,569             | 128       | 2,526                       |
| Building material & supplies dealers (NAICS 4441—)                | 35                  | 111,213            | 500       | 13,106                      |
| Lawn & garden equip & supplies stores (NAICS 4442—)               | 8                   | 10,977             | 43        | 1,096                       |
| Grocery stores (NAICS 4451—)                                      | 68                  | 346,405            | 1,721     | 36,070                      |
| Specialty food stores (NAICS 4452—)                               | 15                  | D                  | 100-249   | D                           |
| Health & personal care stores (NAICS 4461—)                       | 51                  | 111,463            | 652       | 12,430                      |
| Gasoline stations (NAICS 4471—)                                   | 38                  | 109,984            | 501       | 9,254                       |
| Clothing stores (NAICS 4481—)                                     | 132                 | 181,246            | 1,411     | 22,708                      |
| Shoe stores (NAICS 4482—)   | 19                  | 12,448             | 110       | 1,582                       |
| Jewelry, luggage & leather goods stores (NAICS 4483—)             | 78                  | 65,267             | 416       | 11,144                      |
| Sporting goods, hobby, musical<br>instrument stores (NAICS 4511—) | 36                  | 33,558             | 317       | 4,937                       |
| Book, periodical & music stores (NAICS 4512—)                     | 18                  | 17,188             | 149       | 2,741                       |
| Department stores (NAICS 4521—)                                   | 4                   | D                  | 500-999   | D                           |
| Other general merchandise stores (NAICS 4529—)                    | 16                  | D                  | 250-499   | D                           |
| Florists (NAICS 4531—)  | 14                  | D                  | 20-99     | D                           |
| Office supplies, stationery & gift stores (NAICS 4532—)           | 97                  | D                  | 250-499   | D                           |
| Used merchandise stores (NAICS 4533—)                             | 12                  | D                  | 100-249   | D                           |
| Other miscellaneous store retailers (NAICS 4539—)                 | 53                  | 41,958             | 289       | 7,297                       |
| Nonstore retailers (NAICS 454—)                                   | 12                  | 19,228             | 106       | 2,677                       |

D: Withheld to avoid disclosing data of individual companies; data are included in higher level totals.

SOURCE: U.S. Bureau of the Census, 2002 Economic Census.

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 <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.

## 11.2.6

### COMMERCIAL LEASE RENTS, MAUI ISLAND

| Location   | YEAR 2005  | RANGE PER SQUARE FOOT PER MONTH |                  |                  |
|------------|--|---------------------------------|------------------|------------------|
|            |  | Retail                          | Office           | Warehouse        |
| West Maui: |  |                                 |                  |                  |
|            | Lahaina Shopping Centers   | \$2.50 to \$5.00                | NA               | NA               |
|            | Off Front Street   | \$2.00 to \$5.00                | \$1.50 to \$1.75 | NA               |
|            | Industrial Area  | \$1.25 to \$2.25                | \$1.50 to \$2.00 | \$1.25 to \$1.85 |
|            | Front Street   | \$11.00 to \$35.00 <sup>1</sup> | \$1.50 to \$2.50 | NA               |
|            | Kihei  | \$2.50 to \$3.00+               | \$1.45 to \$2.00 | \$1.25 to \$1.45 |
|            | Wailuku  | \$1.04 to \$2.00                | \$1.15 to \$2.50 | \$0.95 to \$1.10 |
|            | Kahului  | \$2.50 to \$3.00                | \$1.75 to \$2.20 | \$1.00 to \$1.15 |
|            | Common area charges (in addition to rent,<br>per square foot rented, all areas): | \$0.30 to \$1.92                | \$0.40 to \$0.95 | \$0.20 to \$0.50 |

NOTE: Retail rents on Front Street, Lahaina and some other areas are usually a base rent against a percentage of 8% to 12% of gross receipts. The tenant pays whichever is higher (but not both).

<sup>1</sup> Small areas under 500 SF rent more on a minimum price than a per square foot basis.

SOURCE: Lawson 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 WITH EMPLOYEES BY SECTOR, MAUI COUNTY

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

| Industry   | Number of<br>Establishments <sup>1</sup> | Number of<br>Employees <sup>2</sup> | Annual Payroll<br>(\$1,000) |
|--|--|-------------------------------------|-----------------------------|
| <b>Forestry, fishing, hunting, and agriculture support</b> | <b>5</b>                                 | <b>0-19</b>                         | <b>D</b>                    |
| <b>Mining</b>  | <b>2</b>                                 | <b>20-99</b>                        | <b>D</b>                    |
| <b>Utilities</b>   | <b>10</b>                                | <b>250-499</b>                      | <b>D</b>                    |
| <b>Construction</b>  | <b>420</b>                               | <b>3,183</b>                        | <b>125,988</b>              |
| Building, developing & general contracting                 | 153                                      | 1,034                               | 40,598                      |
| Heavy construction   | 17                                       | 149                                 | 6,256                       |
| Special trade contractors                                  | 250                                      | 2,000                               | 79,134                      |
| <b>Manufacturing</b>                                       | <b>95</b>                                | <b>1,464</b>                        | <b>45,803</b>               |
| Food manufacturing   | 33                                       | 1,062                               | 31,114                      |
| Beverage & tobacco product manufacturing                   | 3  | 20-99                               | D                           |
| Textile product mills                                      | 3  | 0-19                                | D                           |
| Apparel manufacturing                                      | 3  | 8                                   | 126                         |
| Leather and allied product manufacturing                   | 1  | 0-19                                | D                           |
| Wood product manufacturing                                 | 2  | 20-99                               | D                           |
| Printing & related support activities                      | 13                                       | 93                                  | 2,442                       |
| Chemical manufacturing                                     | 6  | 20-99                               | D                           |
| Plastics & rubber products manufacturing                   | 2  | 0-19                                | D                           |
| Nonmetallic mineral product manufacturing                  | 7  | 100-249                             | D                           |
| Fabricated metal product manufacturing                     | 2  | 0-19                                | D                           |
| Machinery manufacturing                                    | 1  | 0-19                                | D                           |
| Computer & electronic product manufacturing                | 1  | 0-19                                | D                           |
| Furniture & related product manufacturing                  | 3  | 11                                  | 257                         |
| Miscellaneous manufacturing                                | 15                                       | 26                                  | 596                         |
| <b>Wholesale trade</b>                                     | <b>167</b>                               | <b>1,461</b>                        | <b>53,429</b>               |
| Wholesale trade, durable goods                             | 69                                       | 418                                 | 16,113                      |
| Wholesale trade, nondurable goods                          | 92                                       | 1,012                               | 36,743                      |
| Wholesale electronic markets & agents and brokers          | 6  | 31                                  | 573                         |
| <b>Retail trade</b>  | <b>826</b>                               | <b>9,469</b>                        | <b>218,149</b>              |
| Motor vehicle & parts dealers                              | 46                                       | 682                                 | 31,929                      |
| Furniture & home furnishing stores                         | 35                                       | 214                                 | 6,675                       |
| Electronics & appliance stores                             | 19                                       | 120                                 | 2,639                       |
| Bldg material & garden equip & supp dealers                | 44                                       | 569                                 | 16,111                      |
| Food & beverage stores                                     | 92                                       | 2,052                               | 40,447                      |
| Health & personal care stores                              | 48                                       | 545                                 | 14,568                      |
| Gasoline stations  | 38                                       | 515                                 | 9,602                       |
| Clothing & clothing accessories stores                     | 243                                      | 1,912                               | 37,267                      |
| Sporting goods, hobby, book & music stores                 | 52                                       | 545                                 | 8,576                       |
| General merchandise stores                                 | 21                                       | 1,205                               | 28,119                      |
| Miscellaneous store retailers                              | 174                                      | 1,058                               | 20,275                      |
| Nonstore retailers   | 14                                       | 52                                  | 1,941                       |
| <b>Transportation &amp; warehousing</b>                    | <b>130</b>                               | <b>2,778</b>                        | <b>75,417</b>               |
| Air transportation   | 10                                       | 500-999                             | D                           |
| Water transportation                                       | 6  | 20-99                               | D                           |
| Truck transportation                                       | 25                                       | 410                                 | 12,247                      |
| Transit & ground passenger transportation                  | 17                                       | 321                                 | 4,505                       |
| Scenic & sightseeing transportation                        | 48                                       | 892                                 | 21,908                      |
| Transportation support activities                          | 14                                       | 144                                 | 6,057                       |

### 11.3.1

CONTINUED

| Industry   | Number of Establishments <sup>1</sup> | Number of Employees <sup>2</sup> | Annual Payroll (\$1,000) |
|--|---------------------------------------|----------------------------------|--------------------------|
| Couriers & messengers                                    | 8                                     | 100-249                          | D                        |
| Warehousing and Storage                                  | 2                                     | 20-99                            | D                        |
| <b>Information</b>                                       | <b>81</b>                             | <b>768</b>                       | <b>27,491</b>            |
| Publishing industries                                    | 24                                    | 229                              | 10,558                   |
| Motion picture & sound recording industries              | 16                                    | 163                              | 2,103                    |
| Broadcasting & telecommunications                        | 6                                     | 120                              | 3,583                    |
| Internet Publishing and Broadcasting                     | 1                                     | 0-19                             | D                        |
| Telecommunications                                       | 21                                    | 184                              | 9,022                    |
| Internet Ser. Providers, Web & Data Services             | 12                                    | 67                               | 2,173                    |
| Other Information Services                               | 1                                     | 0-19                             | D                        |
| <b>Finance &amp; insurance</b>                           | <b>143</b>                            | <b>832</b>                       | <b>34,501</b>            |
| Credit intermediation & related activities               | 89                                    | 632                              | 26,214                   |
| Security, commodity contracts & like activity            | 19                                    | 67                               | 3,226                    |
| Insurance carriers & related activities                  | 35                                    | 133                              | 5,061                    |
| <b>Real estate</b>                                       | <b>282</b>                            | <b>2,154</b>                     | <b>66,931</b>            |
| Real estate  | 204                                   | 1,202                            | 42,734                   |
| Rental & leasing services                                | 77                                    | 500-999                          | D                        |
| Lessors of other nonfinancial intangible asset           | 1                                     | 0-19                             | D                        |
| <b>Professional, scientific &amp; technical services</b> | <b>335</b>                            | <b>1,557</b>                     | <b>50,989</b>            |
| <b>Management of companies &amp; enterprises</b>         | <b>14</b>                             | <b>225</b>                       | <b>9,741</b>             |
| <b>Admin, support, waste mgt, remediation services</b>   | <b>256</b>                            | <b>3,402</b>                     | <b>77,477</b>            |
| Administrative & support services                        | 242                                   | 3,273                            | 74,206                   |
| Waste management & remediation services                  | 14                                    | 129                              | 3,271                    |
| <b>Educational services</b>                              | <b>72</b>                             | <b>747</b>                       | <b>16,976</b>            |
| <b>Health care and social assistance</b>                 | <b>346</b>                            | <b>4,996</b>                     | <b>178,804</b>           |
| Ambulatory health care services                          | 257                                   | 2,104                            | 95,509                   |
| Hospitals  | 4                                     | 500-999                          | D                        |
| Nursing & residential care facilities                    | 14                                    | 500-999                          | D                        |
| Social assistance  | 71                                    | 1,249                            | 25,936                   |
| <b>Arts, entertainment &amp; recreation</b>              | <b>107</b>                            | <b>1,760</b>                     | <b>36,400</b>            |
| Performing arts, sports, & related industries            | 31                                    | 650                              | 13,229                   |
| Museums, historical sites & like institutions            | 13                                    | 189                              | 3,848                    |
| Amusement, gambling & recreation industries              | 63                                    | 921                              | 19,323                   |
| <b>Accommodation &amp; food services</b>                 | <b>486</b>                            | <b>19,553</b>                    | <b>476,862</b>           |
| Accommodation  | 81                                    | 10,815                           | 348,428                  |
| Food services & drinking places                          | 405                                   | 8,738                            | 128,434                  |
| <b>Other services (except public administration)</b>     | <b>419</b>                            | <b>2,607</b>                     | <b>56,343</b>            |
| Repair & maintenance                                     | 77                                    | 368                              | 10,029                   |
| Personal & laundry services                              | 97                                    | 777                              | 15,198                   |
| Religious, grantmaking, civic, prof & like org.          | 245                                   | 1,462                            | 31,116                   |
| <b>Unclassified establishments</b>                       | <b>7</b>                              | <b>0-19</b>                      | <b>D</b>                 |
| <b>Total</b>   | <b>4,203</b>                          | <b>57,337</b>                    | <b>1,575,874</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 2003*.

## 11.3.2

**CHARACTERISTICS OF BUSINESS ESTABLISHMENTS  
BY SECTOR, FOR EMPLOYERS AND  
NONEMPLOYERS, MAUI COUNTY.**

| Industry   | Establishments<br>with Employees | Establishments<br>Non-Employer | Gross Receipts<br>Non-Employer<br>(\$1,000) |
|--|----------------------------------|--------------------------------|---|
| <b>Total</b>   | <b>4,203</b>                     | <b>12,526</b>                  | <b>552,360</b>                              |
| <b>Forestry, Fishing, Hunting, and Agriculture Support</b> | <b>5</b>                         | <b>246</b>                     | <b>3,862</b>                                |
| <b>Mining</b>  | <b>2</b>                         | <b>D</b>                       | <b>D</b>                                    |
| <b>Utilities</b>   | <b>10</b>                        | <b>D</b>                       | <b>D</b>                                    |
| <b>Construction</b>  | 420                              | 1,136                          | 74,260                                      |
| Construction of Buildings                                  | 153                              | 282                            | 31,647                                      |
| Heavy and Civil Engineering Construction                   | 17                               | 31                             | 3,856                                       |
| Specialty Trade Contractors                                | 250                              | 823                            | 38,757                                      |
| <b>Manufacturing</b>                                       | <b>95</b>                        | <b>336</b>                     | <b>16,900</b>                               |
| Food Manufacturing   | 33                               | 36                             | 3,553                                       |
| Beverage and Tobacco Product Manufacturing                 | 3                                |                                |   |
| Textile Product Mills                                      | 3                                |                                |   |
| Apparel Manufacturing                                      | 3                                | 40                             | 960   |
| Leather and Allied Product Manufacturing                   | 1                                |                                |   |
| Wood Product Manufacturing                                 | 2                                | D                              | D   |
| Printing and Related Support Activities                    | 13                               | D                              | D   |
| Chemical Manufacturing                                     | 6                                | D                              | D   |
| Plastics and Rubber Products Manufacturing                 | 2                                | D                              | D   |
| Nonmetallic Mineral Product Manufacturing                  | 7                                | 27                             | 1,783                                       |
| Fabricated Metal Product Manufacturing                     | 2                                | D                              | D   |
| Machinery Manufacturing                                    | 1                                | D                              | D   |
| Computer and Electronic Product Manufacturing              | 1                                | D                              | D   |
| Furniture and Related Product Manufacturing                | 3                                | 25                             | 1,875                                       |
| Miscellaneous Manufacturing                                | 15                               | 120                            | 4,534                                       |
| <b>Wholesale Trade</b>                                     | <b>167</b>                       | <b>344</b>                     | <b>18,167</b>                               |
| Merchant Wholesalers, Durable Goods                        | 69                               | 179                            | 9,375                                       |
| Merchant Wholesalers, Nondurable Goods                     | 92                               | D                              | D   |
| Wholesale Electronic Markets and Agents and Brokers        | 6                                | D                              | D   |
| <b>Retail Trade</b>  | <b>826</b>                       | <b>1,051</b>                   | <b>58,075</b>                               |
| Motor Vehicle and Parts Dealers                            | 46                               | 29                             | 2,477                                       |
| Furniture and Home Furnishings Stores                      | 35                               | 24                             | 3,087                                       |
| Electronics and Appliance Stores                           | 19                               | D                              | D   |
| Building Material, Garden Equipment & Supply Dealers       | 44                               | D                              | D   |
| Food and Beverage Stores                                   | 92                               | 35                             | 3,735                                       |
| Health and Personal Care Stores                            | 48                               | 41                             | 843   |
| Gasoline Stations  | 38                               | D                              | D   |
| Clothing and Clothing Accessories Stores                   | 243                              | 115                            | 11,507                                      |
| Sporting Goods, Hobby, Book, and Music Stores              | 52                               | 55                             | 4,467                                       |
| General Merchandise Stores                                 | 21                               | D                              | D   |
| Miscellaneous Store Retailers                              | 174                              | 243                            | 17,933                                      |
| Nonstore Retailers   | 14                               | 464                            | 10,039                                      |
| <b>Transportation and Warehousing</b>                      | <b>130</b>                       | <b>260</b>                     | <b>9,257</b>                                |
| Air Transportation   | 10                               | 11                             | 345   |
| Water Transportation                                       | 6                                | D                              | D   |
| Truck Transportation                                       | 25                               | D                              | D   |
| Transit and Ground Passenger Transportation                | 17                               | 148                            | 3,631                                       |
| Scenic and Sightseeing Transportation                      | 48                               | 14                             | 1,011                                       |
| Support Activities for Transportation                      | 14                               | D                              | D   |
| Couriers and Messengers                                    | 8                                | D                              | D   |
| Warehousing and Storage                                    | 2                                | D                              | D   |

### 11.3.2

CONTINUED

| Industry  | Establishments<br>with Employees | Establishments<br>Non-Employer | Gross Receipts<br>Non-Employer<br>(\$1,000) |
|---|----------------------------------|--------------------------------|---|
| <b>Information</b>  | <b>81</b>                        | <b>152</b>                     | <b>5,771</b>                                |
| Publishing Industries (except Internet)                   | 24                               | 45                             | 2,793                                       |
| Motion Picture and Sound Recording Industries             | 16                               | 63                             | 1,825                                       |
| Broadcasting (except Internet)                            | 6                                | D                              | D   |
| Internet Publishing and Broadcasting                      | 1                                | D                              | D   |
| Telecommunications  | 21                               | D                              | D   |
| Internet Providers, Web Portals, & Data Proc. Ser.        | 12                               | D                              | D   |
| Other Information Services                                | 1                                | 14                             | 677   |
| <b>Finance and Insurance</b>                              | <b>143</b>                       | <b>233</b>                     | <b>34,391</b>                               |
| Credit Intermediation and Related Activities              | 89                               | 44                             | 3,174                                       |
| Securities, Commodity, Financial Invs.                    | 19                               | 78                             | 26,942                                      |
| Insurance Carriers and Related Activities                 | 35                               | 111                            | 4,275                                       |
| <b>Real Estate and Rental and Leasing</b>                 | <b>282</b>                       | <b>1,606</b>                   | <b>110,828</b>                              |
| Real Estate   | 204                              | 1,533                          | 105,715                                     |
| Rental and Leasing Services                               | 77                               | D                              | D   |
| Lessors of Nonfinancial Intangible Assets                 | 1                                | D                              | D   |
| <b>Professional, Scientific, and Technical Services</b>   | <b>335</b>                       | <b>1,535</b>                   | <b>54,756</b>                               |
| <b>Management of Companies and Enterprises</b>            | <b>14</b>                        |                                |   |
| <b>Admin, Waste Management and Remediation Services</b>   | <b>256</b>                       | <b>1,033</b>                   | <b>26,575</b>                               |
| Administrative and Support Services                       | 242                              | D                              | D   |
| Waste Management and Remediation Services                 | 14                               | D                              | D   |
| <b>Educational Services</b>                               | <b>72</b>                        | <b>195</b>                     | <b>4,047</b>                                |
| <b>Health Care and Social Assistance</b>                  | <b>346</b>                       | <b>860</b>                     | <b>26,283</b>                               |
| Ambulatory Health Care Services                           | 257                              | 588                            | 21,202                                      |
| Hospitals   | 4                                |                                |   |
| Nursing and Residential Care Facilities                   | 14                               | 43                             | 1,216                                       |
| Social Assistance   | 71                               | 229                            | 3,865                                       |
| <b>Arts, Entertainment, and Recreation</b>                | <b>107</b>                       | <b>1,082</b>                   | <b>36,585</b>                               |
| Performing Arts, Spectator Sports, and Related Industries | 31                               | 889                            | 19,231                                      |
| Museums, Historical Sites, and Similar Institutions       | 13                               |                                |   |
| Amusement, Gambling, and Recreation Industries            | 63                               |                                |   |
| <b>Accommodation and Food Services</b>                    | <b>486</b>                       | <b>238</b>                     | <b>14,895</b>                               |
| Accommodation   | 81                               | 74                             | 5,798                                       |
| Food Services and Drinking Places                         | 405                              | 164                            | 9,097                                       |
| <b>Other Services (except Public Administration)</b>      | <b>419</b>                       | <b>2,204</b>                   | <b>57,377</b>                               |
| Repair and Maintenance                                    | 77                               | 617                            | 19,997                                      |
| Personal and Laundry Services                             | 97                               | 1,506                          | 35,665                                      |
| Religious, Grantmaking, Civic, Prof, & like Org.          | 245                              | 81                             | 1,715                                       |
| <b>Unclassified</b>                                       | <b>7</b>                         |                                |   |

D: Withheld to avoid disclosing data of individual companies; data are included in higher totals.

SOURCE: U.S. Bureau of the Census, *County Business Patterns 2003* and *Nonemployer Statistics 2003*.

### 11.3.3

## LARGEST PRIVATE CORPORATIONS, MAUI COUNTY

| Company                           | State Rank |      | Sales (\$ million) |                    | Employees |
|-----------------------------------|------------|------|--------------------|--------------------|-----------|
|                                   | 2005       | 2004 | 2004               | 2003               |           |
| Maui Land & Pineapple Co. Inc.    | 47         | 40   | 153.2              | 151.3 <sup>1</sup> | 1,240     |
| TS Restaurants of Hawaii & Calif. | 76         | 74   | 96.7               | 92.0               | 1,756     |
| Valley Isle Motors Ltd.           | 96         | 84   | 76.1               | 78.7               | 154       |
| West Maui Resort Partners LP      | 102        | 156  | 69.7               | 65.6 <sup>2</sup>  | 492       |
| VIP Foodservice                   | 120        | 129  | 63.3               | 55.0               | 127       |
| Dorvin D. Leis Co. Inc.           | 145        | 144  | 51.0               | 47.0               | 300       |
| Maui Petroleum Inc.               | 158        | 175  | 43.8               | 35.1               | 15        |
| Maui Toyota                       | 163        | 177  | 41.3               | 34.7               | 40        |
| MINIT STOP Stores                 | 172        | 186  | 37.7               | 32.9               | 166       |
| Hale Makua                        | 215        | 212  | 26.2               | 24.8               | 450       |
| Maui Medical Group Inc.           | 236        | 242  | 21.2               | 19.5               | 216       |
| Wailea Golf LLC                   | 246        | 240  | 19.0               | 20.0               | 130       |
| Maui Clothing Co. Inc.            | 247        | NR   | 18.4               | 16.4               | 167       |

NR: Not ranked.

<sup>1</sup> Changed 2003 gross sales figure (to match change in reporting format for 2004).

<sup>2</sup> Changed 2003 gross sales figure to show combination of time share and hotel sales.

SOURCE: "Top 250," *Hawaii Business*, August 2005.

### 11.3.4

## CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, MAUI COUNTY

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

| Characteristics                       | 2002        |           | 2003        |           |
|---------------------------------------|-------------|-----------|-------------|-----------|
|                                       | State Total | Maui      | State Total | Maui      |
| Number of establishments <sup>1</sup> | 30,633      | 4,104     | 31,061      | 4,203     |
| Number of employees <sup>2</sup>      | 439,934     | 53,407    | 459,010     | 57,337    |
| Payroll—First quarter (\$1,000)       | 3,237,290   | 348,190   | 3,422,999   | 380,190   |
| Payroll—Annual (\$1,000)              | 13,352,194  | 1,459,381 | 14,138,996  | 1,575,874 |

<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 2003*.

### 11.3.5

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

| 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       |
| 2001              | 30,853      | 3,955       |
| 2002              | 30,633      | 4,104       |
| 2003              | 31,061      | 4,203       |

NOTE: 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.

<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 2003*.

## 11.3.6

**SERVICE ESTABLISHMENTS WITH EMPLOYEES 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) |
|--|--------------------------|--|---------------------|--------------------------|
| <b>Professional, scientific, and technical services (NAICS 54)</b>                         |                          |  |                     |                          |
| Maui County  | 310                      | 126,090  | 1,334               | 44,348                   |
| Haiku-Pauwela  | 10                       | 1,992  | 12                  | 279                      |
| Kahului  | 36                       | 16,095   | 213                 | 5,964                    |
| Kaunakakai   | 4                        | D  | 1 to 19             | D                        |
| Kihei  | 41                       | 16,541   | 126                 | 5,163                    |
| Lahaina  | 16                       | D  | 20 to 99            | D                        |
| Lanai  | 2                        | D  | -                   | D                        |
| Makawao  | 14                       | 4,827  | 107                 | 1,892                    |
| Napili-Honokowai   | 2                        | D  | 1 to 19             | D                        |
| Pukalani   | 10                       | 5,079  | 79                  | 2,913                    |
| Wailea-Makena  | 14                       | 3,282  | 30                  | 815                      |
| Wailuku  | 116                      | 57,996   | 504                 | 19,826                   |
| Balance of Maui County   | 45                       | D  | 100 to 249          | D                        |
| <b>Administrative and support and waste management and remediation services (NAICS 56)</b> |                          |  |                     |                          |
| Maui County  | 267                      | 230,343  | 3,775               | 76,347                   |
| Haiku-Pauwela  | 9                        | 4,055  | 75                  | 1,139                    |
| Kahului  | 52                       | 61,899   | 1,618               | 26,387                   |
| Kaunakakai   | 4                        | D  | 1 to 19             | D                        |
| Kihei  | 49                       | 13,175   | 163                 | 3,792                    |
| Lahaina  | 30                       | 26,275   | 420                 | 8,169                    |
| Lanai  | 6                        | D  | 20 to 99            | D                        |
| Makawao  | 8                        | D  | 20 to 99            | D                        |
| Napili-Honokowai   | 6                        | D  | 100 to 249          | D                        |
| Pukalani   | 7                        | 14,296   | 267                 | 8,495                    |
| Waihee-Waiehu  | 5                        | D  | 1 to 19             | D                        |
| Wailea-Makena  | 15                       | D  | 20 to 99            | D                        |
| Wailuku  | 42                       | 31,474   | 768                 | 11,466                   |
| Balance of Maui County   | 34                       | D  | 500 to 999          | D                        |
| <b>Educational services (NAICS 61)</b>   |                          |  |                     |                          |
| Maui County  | 50                       | 14,236   | 243                 | 5,058                    |
| Haiku-Pauwela  | 3                        | D  | 1 to 19             | D                        |
| Kahului  | 9                        | 2,158  | 43                  | 811                      |
| Kaunakakai   | 1                        | D  | 1 to 19             | D                        |
| Kihei  | 8                        | 3,054  | 38                  | 1,091                    |
| Lahaina  | 3                        | D  | 20 to 99            | D                        |
| Makawao  | 2                        | D  | 1 to 19             | D                        |
| Napili-Honokowai   | 2                        | D  | 1 to 19             | D                        |
| Pukalani   | 2                        | D  | 1 to 19             | D                        |
| Wailea-Makena  | 6                        | 1,387  | 14                  | 524                      |
| Wailuku  | 4                        | D  | 20 to 99            | D                        |
| Balance of Maui County   | 10                       | D  | 20 to 99            | D                        |
| <b>Health care and social assistance (NAICS 62)</b>  |                          |  |                     |                          |
| Maui County  | 336                      | 427,508  | 5,119               | 178,295                  |
| Haiku-Pauwela  | 7                        | D  | 1 to 19             | D                        |
| Kahului  | 84                       | 123,700  | 1,419               | 54,961                   |
| Kaunakakai   | 14                       | 24,989   | 464                 | 10,703                   |
| Kihei  | 34                       | 20,278   | 274                 | 8,551                    |
| Lahaina  | 22                       | 13,138   | 126                 | 4,733                    |
| Lanai  | 6                        | D  | 20 to 99            | D                        |
| Makawao  | 8                        | D  | 20 to 99            | D                        |

**11.3.6**  
CONTINUED

| Geography   | Number of establishments | Sales, Shipments, Receipts, or revenue (\$1,000) | Number of employees | Annual Payroll (\$1,000) |
|---|--------------------------|--|---------------------|--------------------------|
| Napili-Honokowai  | 3                        | D  | 20 to 99            | D                        |
| Pukalani  | 15                       | 5,025  | 63                  | 1,987                    |
| Wailea-Makena   | 1                        | D  | 1 to 19             | D                        |
| Wailuku   | 110                      | 211,217  | 2,220               | 82,715                   |
| Balance of Maui County  | 32                       | D  | 250 to 499          | D                        |
| <b>Arts, entertainment, and recreation (NAICS 71)</b>           |                          |  |                     |                          |
| Maui County   | 98                       | 123,751  | 1,626               | 34,686                   |
| Haiku-Pauwela   | 4                        | 1,071  | 12                  | 421                      |
| Kahului   | 12                       | 16,715   | 221                 | 4,228                    |
| Kihei   | 11                       | 10,702   | 179                 | 3,625                    |
| Lahaina   | 16                       | 33,366   | 487                 | 11,056                   |
| Makawao   | 1                        | D  | 1 to 19             | D                        |
| Napili-Honokowai  | 2                        | D  | 20 to 99            | D                        |
| Pukalani  | 5                        | 4,107  | 39                  | 1,223                    |
| Waihee-Waiehu   | 1                        | D  | 1 to 19             | D                        |
| Wailea-Makena   | 10                       | D  | 100 to 249          | D                        |
| Wailuku   | 10                       | 3,819  | 71                  | 913                      |
| Balance of Maui County  | 26                       | D  | 500 to 999          | D                        |
| <b>Accommodation and foodservices (NAICS 72)</b>                |                          |  |                     |                          |
| Maui County   | 461                      | 1,379,316  | 18,932              | 441,069                  |
| Haiku-Pauwela   | 6                        | D  | 1 to 19             | D                        |
| Kahului   | 77                       | 85,862   | 1,620               | 21,545                   |
| Kaunakakai  | 10                       | D  | 100 to 249          | D                        |
| Kihei   | 78                       | 71,471   | 1,285               | 17,616                   |
| Lahaina   | 94                       | 154,665  | 2,627               | 42,979                   |
| Lanai   | 6                        | D  | 500 to 999          | D                        |
| Makawao   | 8                        | 8,392  | 263                 | 2,869                    |
| Napili-Honokowai  | 18                       | 29,908   | 449                 | 6,698                    |
| Pukalani  | 9                        | 5,840  | 135                 | 1,455                    |
| Wailea-Makena   | 34                       | 371,472  | 4,687               | 140,687                  |
| Wailuku   | 52                       | 22,777   | 471                 | 5,642                    |
| Balance of Maui County  | 69                       | 628,929  | 7,060               | 201,578                  |
| <b>Other services (except public administration) (NAICS 81)</b> |                          |  |                     |                          |
| Maui County   | 358                      | 170,658  | 2,374               | 48,108                   |
| Haiku-Pauwela   | 4                        | 2,231  | 35                  | 709                      |
| Kahului   | 59                       | 25,679   | 477                 | 9,077                    |
| Kaunakakai  | 7                        | 2,435  | 48                  | 945                      |
| Kihei   | 65                       | 21,334   | 266                 | 5,285                    |
| Lahaina   | 53                       | 14,625   | 165                 | 3,717                    |
| Lanai   | 4                        | D  | 1 to 19             | D                        |
| Makawao   | 4                        | D  | 1 to 19             | D                        |
| Napili-Honokowai  | 14                       | 6,066  | 57                  | 1,492                    |
| Pukalani  | 8                        | D  | 20 to 99            | D                        |
| Waihee-Waiehu   | 1                        | D  | 100 to 249          | D                        |
| Wailea-Makena   | 28                       | 20,128   | 246                 | 6,819                    |
| Wailuku   | 66                       | 38,085   | 609                 | 10,231                   |
| Balance of Maui County  | 45                       | D  | 250 to 499          | D                        |

D: Withheld to avoid disclosing data for individual companies.

SOURCE: U.S. Bureau of the Census, *2002 Economic Census*.

11.3.7

**SERVICE ESTABLISHMENTS WITH EMPLOYEES  
BY TYPE AND LOCATION**

| Establishment Type, 2003  |                   |                   |                   |               |        |  |
|---|-------------------|-------------------|-------------------|---------------|--------|--|
|   | Location / Number | Location / Number | Location / Number |               | Totals |  |
| <b>Professional, scientific &amp; technical services (NAICS 541—)</b>           |                   |                   |                   |               |        |  |
|   | Haiku 12          | Kula 16           | Wailuku 115       |               |        |  |
|   | Hana 1            | Lahaina 22        | Kaunakakai 8      |               |        |  |
|   | Kahului 44        | Makawao 28        | Maunaloa 1        | Maui subtotal | 303    |  |
|   | Kihei 54          | Paia 11           | Lanai City 2      | Total         | 314    |  |
| <b>Management of companies &amp; enterprises (NAICS 551—)</b>                   |                   |                   |                   |               |        |  |
|   | Kahului 2         | Lahaina 8         | Wailuku 1         |               |        |  |
|   | Kihei 1           |                   |                   | Total         | 12     |  |
| <b>Administrative &amp; support services (NAICS 561—)</b>                       |                   |                   |                   |               |        |  |
|   | Haiku 10          | Kula 7            | Wailuku 46        |               |        |  |
|   | Hana 1            | Lahaina 42        | Kaunakakai 4      |               |        |  |
|   | Kahului 46        | Makawao 19        | Lanai City 3      | Maui subtotal | 231    |  |
|   | Kihei 57          | Paia 3            |                   | Total         | 238    |  |
| <b>Waste management &amp; remediation services (NAICS 562—)</b>                 |                   |                   |                   |               |        |  |
|   | Kahului 6         | Makawao 2         | Hoolehua 1        |               |        |  |
|   | Kihei 2           | Paia 1            | Lanai City 1      | Maui subtotal | 16     |  |
|   | Lahaina 1         | Wailuku 4         |                   | Total         | 18     |  |
| <b>Educational services (NAICS 611—)</b>  |                   |                   |                   |               |        |  |
|   | Haiku 5           | Kula 6            | Paia 1            |               |        |  |
|   | Hana 2            | Lahaina 9         | Wailuku 11        | Maui subtotal | 69     |  |
|   | Kahului 13        | Makawao 8         | Kaunakakai 1      | Total         | 70     |  |
|   | Kihei 14          |                   |                   |               |        |  |
| <b>Ambulatory health care services (NAICS 621—)</b>                             |                   |                   |                   |               |        |  |
|   | Haiku 5           | Kula 6            | Wailuku 89        |               |        |  |
|   | Hana 1            | Lahaina 22        | Kaunakakai 6      |               |        |  |
|   | Kahului 66        | Makawao 20        | Kualapuu 1        | Maui subtotal | 237    |  |
|   | Kihei 26          | Paia 2            | Lanai City 3      | Total         | 247    |  |
| <b>Hospitals (NAICS 622—)</b>   |                   |                   |                   |               |        |  |
|   | Wailuku 1         | Kaunakakai 1      | Lanai City 1      | Maui subtotal | 1      |  |
|   |                   |                   |                   | Total         | 3      |  |
| <b>Nursing &amp; residential care facilities (NAICS 623—)</b>                   |                   |                   |                   |               |        |  |
|   | Kahului 3         | Lahaina 2         | Wailuku 3         |               |        |  |
|   | Kihei 3           | Makawao 2         |                   | Total         | 13     |  |
| <b>Social assistance (NAICS 624—)</b>   |                   |                   |                   |               |        |  |
|   | Haiku 2           | Lahaina 4         | Hoolehua 1        |               |        |  |
|   | Hana 1            | Makawao 7         | Kaunakakai 5      |               |        |  |
|   | Kahului 8         | Paia 3            | Kualapuu 3        |               |        |  |
|   | Kihei 6           | Wailuku 23        | Lanai City 2      | Maui subtotal | 55     |  |
|   | Kula 1            |                   |                   | Total         | 66     |  |
| <b>Performing arts, spectator sports, &amp; related industries (NAICS 711—)</b> |                   |                   |                   |               |        |  |
|   | Haiku 4           | Kula 2            | Makawao 2         |               |        |  |
|   | Kahului 2         | Lahaina 8         | Wailuku 6         |               |        |  |
|   | Kihei 4           |                   |                   | Total         | 28     |  |

### 11.3.7

CONTINUED

| Establishment Type, 2003   |    |                   |     |                   |    |                    |              |
|--|----|-------------------|-----|-------------------|----|--------------------|--------------|
| Location / Number  |    | Location / Number |     | Location / Number |    | Totals             |              |
| <b>Museums, historical sites &amp; like institutions (NAICS 712—)</b>                    |    |                   |     |                   |    |                    |              |
| Hana   | 2  | Lahaina           | 1   | Wailuku           | 3  |                    |              |
| Kahului  | 2  | Makawao           | 2   | Kualapuu          | 1  | Maui subtotal      | 13           |
| Kula   | 3  |                   |     |                   |    | Total              | 14           |
| <b>Amusement, gambling &amp; recreation industries (NAICS 713—)</b>                      |    |                   |     |                   |    |                    |              |
| Haiku  | 1  | Kihei             | 16  | Makawao           | 4  |                    |              |
| Hana   | 2  | Kula              | 1   | Paia              | 2  |                    |              |
| Kahului  | 10 | Lahaina           | 16  | Wailuku           | 5  | Total              | 57           |
| <b>Accommodation (NAICS 721—)</b>  |    |                   |     |                   |    |                    |              |
| Haiku  | 4  | Kula              | 1   | Kaunakakai        | 1  |                    |              |
| Hana   | 2  | Lahaina           | 28  | Maunaloa          | 4  |                    |              |
| Kahului  | 25 | Wailuku           | 2   | Lanai City        | 1  | Maui subtotal      | 82           |
| Kihei  | 20 |                   |     |                   |    | Total              | 88           |
| <b>Food services &amp; drinking places (NAICS 722—)</b>                                  |    |                   |     |                   |    |                    |              |
| Haiku  | 4  | Lahaina           | 110 | Kaunakakai        | 11 |                    |              |
| Hana   | 1  | Makawao           | 16  | Kualapuu          | 1  |                    |              |
| Kahului  | 46 | Paia              | 10  | Maunaloa          | 1  |                    |              |
| Kihei  | 88 | Wailuku           | 59  | Lanai City        | 3  | Maui subtotal      | 339          |
| Kula   | 5  |                   |     |                   |    | Total              | 355          |
| <b>Repair &amp; maintenance (NAICS 811—)</b>   |    |                   |     |                   |    |                    |              |
| Haiku  | 3  | Kula              | 1   | Paia              | 1  |                    |              |
| Kahului  | 30 | Lahaina           | 4   | Wailuku           | 27 |                    |              |
| Kihei  | 9  | Makawao           | 3   | Kaunakakai        | 1  | Maui subtotal      | 78           |
|  |    |                   |     |                   |    | Total              | 79           |
| <b>Personal &amp; laundry services (NAICS 812—)</b>                                      |    |                   |     |                   |    |                    |              |
| Haiku  | 1  | Kula              | 1   | Makawao           | 7  |                    |              |
| Kahului  | 22 | Lahaina           | 21  | Wailuku           | 19 |                    |              |
| Kihei  | 22 |                   |     |                   |    | Total              | 93           |
| <b>Religious, grantmaking, civic, professional &amp; like organizations (NAICS 813—)</b> |    |                   |     |                   |    |                    |              |
| Haiku  | 3  | Lahaina           | 70  | Hoolehua          | 2  |                    |              |
| Hana   | 3  | Makawao           | 7   | Kaunakakai        | 8  |                    |              |
| Kahului  | 32 | Paia              | 6   | Maunaloa          | 1  | Maui subtotal      | 235          |
| Kihei  | 66 | Wailuku           | 42  | Lanai City        | 5  | Total              | 251          |
| Kula   | 6  |                   |     |                   |    |                    |              |
|  |    |                   |     |                   |    | <b>Grand Total</b> | <b>1,946</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 2003*.

11.3.8

**SALES BY BUSINESS ESTABLISHMENTS, FOR  
EMPLOYERS AND NONEMPLOYERS BY SECTOR,  
MAUI COUNTY**

| NACIS | Industry   | Employer<br>Establishments | Sales<br>(\$1,000) | NonEmployer<br>Establishments | Sales<br>(\$1,000) |
|-------|--|----------------------------|--------------------|-------------------------------|--------------------|
| ----  | <b>Total</b>   | <b>X</b>                   | <b>X</b>           | <b>11,713</b>                 | <b>469,599</b>     |
| 11    | Forestry, fishing & hunting, and agricultural support services |                            |                    | D                             | D                  |
| 21    | Mining   | X                          | X                  | D                             | D                  |
| 22    | Utilities  | X                          | X                  | D                             | D                  |
| 23    | Construction   | X                          | X                  | 1,011                         | 54,988             |
| 31-33 | Manufacturing  | 93                         | 270,556            | 326                           | 16,096             |
| 42    | Wholesale trade  | 169                        | 562,888            | 318                           | 16,789             |
| 44-45 | Retail trade   | 816                        | 1,772,473          | 1,011                         | 51,787             |
| 48-49 | Transportation & warehousing                                   | X                          | X                  | D                             | D                  |
| 51    | Information  | 81                         | N                  | 145                           | 5,093              |
| 52    | Finance & insurance (not published for counties)               | X                          | X                  | 210                           | 28,359             |
| 53    | Real estate & rental & leasing                                 | 261                        | 350,258            | 1,474                         | 90,098             |
| 54    | Professional, scientific, & technical services                 | 310                        | 126,090            | 1,528                         | 49,302             |
| 55    | Management of companies & enterprises                          | X                          | X                  |                               |                    |
| 56    | Adm. & support & waste mgmt. & remediation service             | 267                        | 230,343            | 1,047                         | 24,060             |
| 61    | Educational services   | 50                         | 14,236             | 178                           | 3,194              |
| 62    | Health care & social assistance                                | 336                        | 427,508            | 775                           | 22,639             |
| 71    | Arts, entertainment, & recreation                              | 98                         | 123,751            | 1,001                         | 35,160             |
| 72    | Accommodation & food services                                  | 461                        | 1,379,316          | 235                           | 11,767             |
| 81    | Other services (except public administration)                  | 358                        | 170,658            | 1,964                         | 50,112             |

D: Withheld to avoid disclosing data of individual companies.

X: Not published for counties.

SOURCE: U.S. Bureau of the Census, 2002 Economic Census.