

# Domestic Trade



## Section 11

### DOMESTIC TRADE

This final section covers data on manufacturers, 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 1,195 employees, and sales of \$178.9 million in 2006. 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*

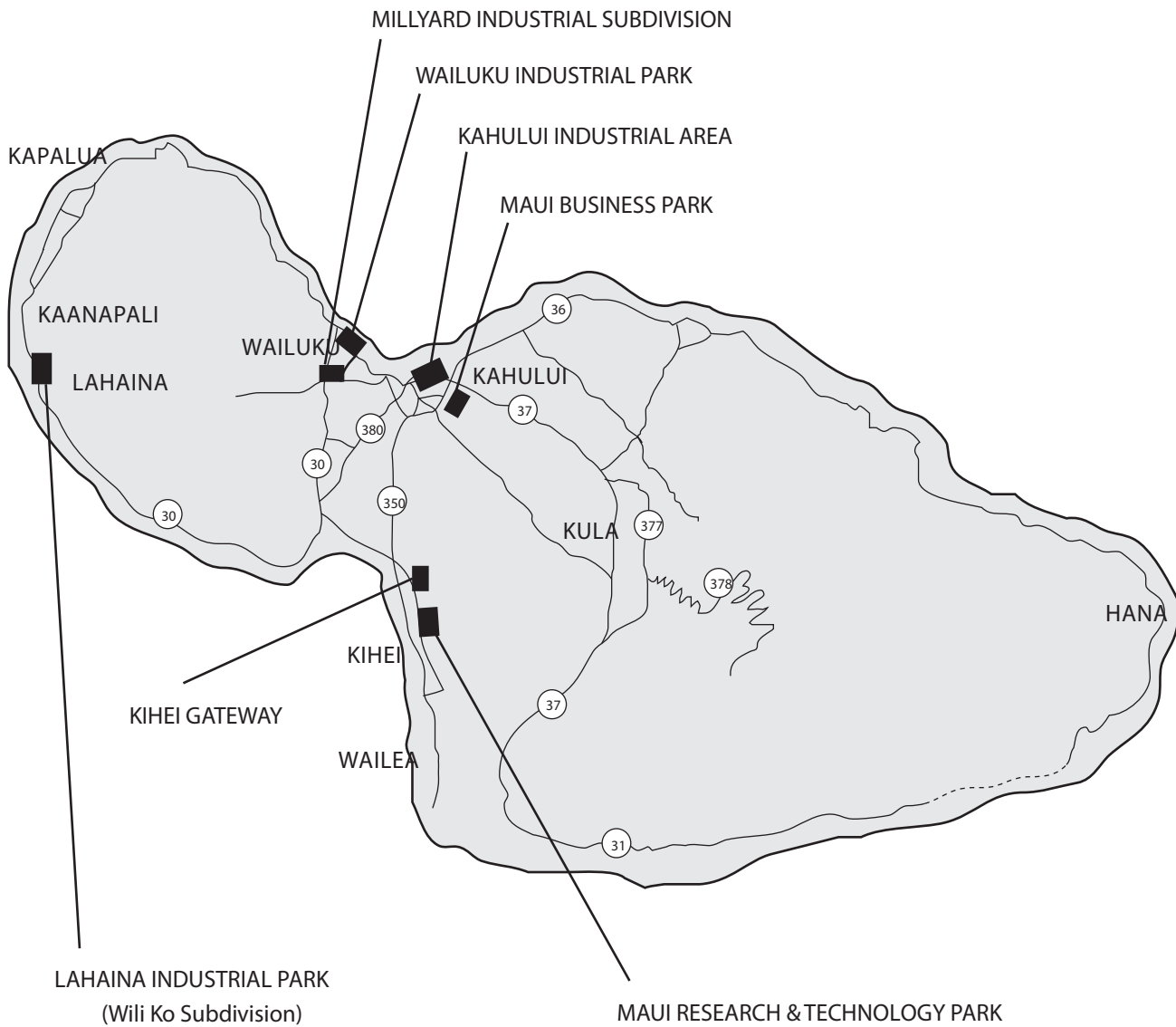
2002	Maui County		State of Hawaii	
	All	Food	All	Food
<b>All Establishments</b>				
Total (number)	93	34	929	259
With 20 employees or more (number)	8	4	157	54
<b>All Employees</b>				
Number	1,491	1,159	13,200	5,224
Payroll (\$1,000)	50,232	36,512	421,269	145,699
<b>Production Workers</b>				
Number	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**

	Size	Location	Types of industries
Maui Research & Technology Park	330 acres	Kihei	High technology
Kahului Industrial Area	200 acres	Kahului	Light industrial and commercial
Maui Business Park	75 acres	Kahului	Light industrial and commercial
Wailuku Industrial Park	55 acres	Wailuku	Construction base yard, trucking, commercial
Millyard Subdivision	30 acres	Wailuku	Light industry and business commercial
Kihei Gateway	30 acres	Kihei	Light industrial and commercial
Lahaina Industrial Park	10 acres	Lahaina	Commercial



SOURCE: Hawai'i State Department of Business, Economic Development and Tourism, Directory of Industrial and Technology Parks, 1991.

11.2.1

**GENERAL EXCISE TAX BASE, MAUI COUNTY**

	2000	2001	2002	2003	2004	2005	2006
Retailing	1,357,279,775	1,363,859,275	1,288,265,075	1,416,929,475	1,606,066,500	1,648,035,875	1,759,756,700
Services	445,827,275	480,773,575	497,605,975	538,502,100	581,463,850	633,851,450	718,509,525
Contracting	326,777,275	360,568,625	364,438,350	425,070,200	452,890,850	560,067,200	706,706,975
Theater, Amusements, Radio, etc.	16,659,825	19,942,250	20,309,700	21,195,600	21,525,925	18,918,075	23,894,750
Interest	12,191,625	16,204,050	18,674,475	18,889,650	14,142,100	12,945,300	16,453,975
Commissions	102,188,000	108,053,925	105,181,525	135,367,700	149,889,375	170,629,750	171,916,575
Hotel Rentals	373,941,925	318,051,550	321,252,400	359,701,525	400,577,025	356,886,975	474,507,050
All Other Rentals	284,930,450	291,789,000	289,637,275	301,241,100	295,148,025	285,637,400	330,730,475
Use (4%)	44,145,100	36,581,075	25,138,275	45,193,250	41,583,950	26,819,875	25,403,600
All Others (4%)	119,762,625	118,982,400	117,366,800	128,484,500	134,171,575	143,625,350	171,598,025
<b>SUB-TOTAL</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>	<b>3,857,417,250</b>	<b>4,399,477,650</b>
Insurance Solicitors	41,309,334	121,564,668	59,276,000	63,635,334	108,120,666	12,608,666	14,953,334
Sugar Processing	147,600	57,400	82,000	40,400	11,400	26,200	13,800
Pineapple Canning	2,376,000	2,210,000	1,978,400	4,091,600	1,535,400	1,722,400	239,200
Producing	28,193,200	25,924,400	23,407,000	23,037,600	20,054,400	23,375,400	19,775,800
Manufacturing	27,228,200	29,517,200	29,829,600	37,399,400	29,042,400	32,316,200	34,799,200
Wholesaling	367,046,000	384,273,200	358,084,800	365,772,200	386,196,400	424,916,800	497,918,800
Services (Intermediary)	37,430,000	38,642,600	47,747,000	50,574,800	45,863,000	48,675,600	69,946,400
Use (1/2%)	233,743,000	224,557,800	216,882,000	172,571,600	273,048,400	393,934,200	564,730,200
<b>SUB-TOTAL</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>937,575,466</b>	<b>1,202,376,734</b>
<b>GRAND TOTAL</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>	<b>4,794,992,716</b>	<b>5,601,854,384</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: Hawai'i State Department of Taxation, *General Excise and Use Tax Base, Calendar Years 2000 to 2006 (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*

2005 Establishment Type		Location / Number		Location / Number		Totals	
<b>Motor vehicle &amp; parts dealers (NAICS 441---)</b>							
Kahului	23	Makawao	2	Kaunakakai	2		
Kihei	4	Wailuku	9			Maui subtotal	39
Lahaina	1					Total	41
<b>Furniture &amp; home furnishing stores (NAICS 442---)</b>							
Ha'ikū	1	Kula	2	Wailuku	5		
Kahului	15	Lahaina	9	Kaunakakai	1	Maui subtotal	38
Kihei	6					Total	39
<b>Electronics &amp; appliance stores (NAICS 443---)</b>							
Kahului	8	Lahaina	4	Wailuku	2		
Kihei	5	Makawao	1			Total	20
<b>Bldg material &amp; garden equip &amp; supp dealers (NAICS 444---)</b>							
Ha'ikū	1	Kula	1	Ho'olehua	1		
Hāna	1	Lahaina	5	Kaunakakai	2		
Kahului	22	Makawao	3	Lāna'i City	1	Maui subtotal	46
Kihei	5	Wailuku	8			Total	50
<b>Food &amp; beverage stores (NAICS 445---)</b>							
Ha'ikū	3	Lahaina	25	Kaunakakai	6		
Kahului	16	Makawao	5	Kualapu'u	1		
Kihei	15	Pā'ia	3	Lāna'i City	2	Maui subtotal	79
Kula	2	Wailuku	10			Total	88
<b>Health &amp; personal care stores (NAICS 446---)</b>							
Ha'ikū	2	Kula	2	Pā'ia	1		
Kahului	15	Lahaina	13	Wailuku	3		
Kihei	6	Makawao	2	Kaunakakai	1	Maui subtotal	44
						Total	45
<b>Gasoline stations (NAICS 447---)</b>							
Ha'ikū	2	Lahaina	8	Wailuku	5		
Kahului	8	Makawao	1	Kaunakakai	2		
Kihei	5	Pā'ia	2	Lāna'i City	1	Maui subtotal	32
Kula	1					Total	35

## 11.2.2

CONTINUED

2005 Establishment Type							
Location / Number		Location / Number		Location / Number		Totals	
<b>Clothing &amp; clothing accessories stores (NAICS 448---)</b>							
Hāna	1	Lahaina	117	Wailuku	10		
Kahului	36	Makawao	8	Kaunakakai	3	Maui subtotal	224
Kihei	47	Pā'ia	5			Total	227
<b>Sporting goods, hobby, book &amp; music stores (NAICS 451---)</b>							
Kahului	18	Makawao	4	Kalaupapa	1		
Kihei	8	Pā'ia	3	Kaunakakai	1	Maui subtotal	51
Lahaina	14	Wailuku	4			Total	53
<b>General merchandise stores (NAICS 452---)</b>							
Hāna	1	Lahaina	1	Kaunakakai	2		
Kahului	10	Makawao	1	Lāna'i City	1	Maui subtotal	14
Khei	1					Total	17
<b>Miscellaneous store retailers (NAICS 453---)</b>							
Ha'ikū	1	Kula	5	Wailuku	11		
Hāna	3	Lahaina	76	Kaunakakai	4		
Kahului	23	Makawao	12	Lāna'i City	3	Maui Subtotal	169
Kihei	30	Pā'ia	8			Total	176
<b>Nonstore retailers (NAICS 454---)</b>							
Ha'ikū	1	Kula	2	Wailuku	2		
Kahului	3	Lahaina	1	Ho'olehua	1	Maui subtotal	11
Kihei	1	Pā'ia	1			Total	12
<b>Grand Total</b>							<b>803</b>

Note: Pukalani combined with Makawao, and Pu'unēnē combined with Kahului.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 2005*.

### 11.2.3

## CHARACTERISTICS OF MAJOR SHOPPING CENTERS, MAUI COUNTY

	Location	Stores	Year Built/ Last Renovated	Gross Leasable Area
Queen Ka'ahumanu 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	Kihei	100	2000	160,000
Pi'ilani 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
Keālia 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
Nāpili 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- lishments	Sales (\$1,000)	Annual Employees	Payroll (\$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 & 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 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

## RETAIL MERCHANDISE SALES, MAUI COUNTY AND BY CDP

NAICS	Kind of Business	Establish- ments	Sales (\$1,000)	Annual Payroll (\$1,000)	Paid Employees
44-45	Retail trade	816	1,772,473	198,794	9,201
441	Motor vehicle and parts dealers	48	242,297	25,612	624
442	Furniture and home furnishings stores	36	39,260	6,690	224
443	Electronics and appliance stores	22	19,569	2,526	128
444	Building material, garden equip. & supplies dealers	43	122,190	14,202	543
445	Food and beverage stores	87	360,785	38,166	1,841
446	Health and personal care stores	51	111,463	12,430	652
447	Gasoline stations	38	109,984	9,254	501
448	Clothing and clothing accessories stores	229	258,961	35,434	1,937
451	Sporting goods, hobby, book, and music stores	54	50,746	7,678	466
452	General merchandise stores	20	312,192	26,761	1,250
453	Miscellaneous store retailers	176	125,798	17,364	929
454	Nonstore retailers	12	19,228	2,677	106
44-45	Retail Trade by CDP				
	Ha'ikū-Pa'uwela	11	7,202	1,046	59
	Kahului	213	880,875	94,179	4,071
	Kihei	65	183,662	16,143	884
	Lahaina	198	253,968	32,133	1,531
	Makawao	21	10,126	1,555	105
	Nāpili-Honokōwai	15	24,066	2,376	110
	Pukalani	7	27,960	2,885	136
	Waihe'e-Waiehu	2	D	D	D
	Wailea-Mākena	60	74,342	11,529	556
	Wailuku	59	94,711	11,129	525
	Kaunakakai	22	32,943	3,985	200
	Island of Moloka'i (Balance)	5	4,161	487	36
	Island of Lāna'i	11	14,540	2,197	105
	Balance of Maui County	127	D	D	D

CDP: Census Designated Place

Island of Moloka'i (balance) contains all of the Island of Molokai

(including Kalawao County and part of Maui County) except Kaunakaka'i CDP.

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, Retail Trade*.

11.2.6

**COMMERCIAL LEASE RENTS,  
MAUI ISLAND**

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

Location	YEAR 2007	RANGE PER SQUARE FOOT PER MONTH		
		Retail	Office	Warehouse
West Maui:				
Shopping Centers		\$2.50 to \$6.00	NA	NA
Off Front Street		\$2.00 to \$5.00	\$1.50 to \$2.50	NA
Industrial Area		\$1.30 to \$2.30	\$1.00 to \$2.25	\$1.30 to \$2.00
Front Street, Lahaina		\$12.50 to \$25.00	NA	NA
Kihei		\$1.75 to \$4.00	\$1.35 to \$3.00	\$1.25 to \$1.75
Wailuku		\$1.50 to \$2.75	\$1.50 to \$2.25	\$1.25 to \$1.45
Kahului		\$2.75 to \$3.50	\$1.25 to \$3.00	\$1.25 to \$1.50
Wailea		\$6.00 to \$8.50	\$5.50 to \$6.25	NA
Makawao		\$2.50 to \$3.50*	\$2.00 to \$2.50	N/A
Common area charges (in addition to rent, per square foot rented, all areas):				
		\$0.25 to \$1.85	\$0.25 to \$1.59	\$0.35 to \$0.75

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).

Front St., Lahaina: small areas under 500 SF rent more on a minimum price than a per square foot basis

\* There are also retail leases on some properties, monthly varies to \$6,600.00 per month.

SOURCE: Lowson and Associates and Felcon Enterprises, records. Current property listings can be found at [www.mauicommercial.com](http://www.mauicommercial.com),

## 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 Establishments <sup>1</sup>	Number of Employees <sup>2</sup>	Annual Payroll (\$1,000)
<b>Forestry, fishing, hunting, and agriculture support</b>	<b>4</b>	<b>0-19</b>	<b>D</b>
<b>Mining</b>	<b>1</b>	<b>0-19</b>	<b>D</b>
<b>Utilities</b>	<b>12</b>	<b>358</b>	<b>25,739</b>
<b>Construction</b>	<b>463</b>	<b>3,453</b>	<b>165,471</b>
Building, developing & general contracting	172	1,178	56,158
Heavy construction	20	180	8,829
Special trade contractors	271	2,095	100,484
<b>Manufacturing</b>	<b>114</b>	<b>1,553</b>	<b>52,561</b>
Food manufacturing	33	882	28,116
Beverage & tobacco product manufacturing	4	20-99	D
Textile product mills	4	0-19	D
Apparel manufacturing	4	0-19	D
Wood product manufacturing	5	20-99	D
Printing & related support activities	14	113	3,581
Petroleum and coal products manufacturing			
Chemical manufacturing	10	269	7,759
Plastics & rubber products manufacturing	3	0-19	D
Nonmetallic mineral product manufacturing	10	116	7,304
Fabricated metal product manufacturing	3	0-19	D
Machinery manufacturing	1	0-19	D
Transportation equipment manufacturing	1	0-19	D
Furniture & related product manufacturing	6	20-99	D
Miscellaneous manufacturing	16	20-99	D
<b>Wholesale trade</b>	<b>166</b>	<b>1,397</b>	<b>54,552</b>
Wholesale trade, durable goods	58	424	19,446
Wholesale trade, nondurable goods	92	939	34,097
Wholesale electronic markets & agents and brokers	16	34	1,009
<b>Retail trade</b>	<b>806</b>	<b>9,603</b>	<b>242,000</b>
Motor vehicle & parts dealers	40	730	33,887
Furniture & home furnishing stores	39	242	8,559
Electronics & appliance stores	20	100-249	D
Bldg material & garden equip & supp dealers	50	679	20,401
Food & beverage stores	88	1,927	42,234
Health & personal care stores	46	517	16,018
Gasoline stations	35	545	10,538
Clothing & clothing accessories stores	229	1,883	41,716
Sporting goods, hobby, book & music stores	53	549	8,892
General merchandise stores	17	1,274	30,918
Miscellaneous store retailers	176	1,066	23,720
Nonstore retailers	13	20-99	D
<b>Transportation &amp; warehousing</b>	<b>136</b>	<b>2,991</b>	<b>82,088</b>
Air transportation	7	500-999	D
Water transportation	8	203	7,543
Truck transportation	23	376	13,952
Transit & ground passenger transportation	18	243	3,579
Pipeline Transportation	1	0-19	D
Scenic & sightseeing transportation	50	973	26,011

### 11.3.1

CONTINUED

Industry	Number of Establishments <sup>1</sup>	Number of Employees <sup>2</sup>	Annual Payroll (\$1,000)
Transportation support activities	14	150	6,363
Couriers & messengers	13	100-249	D
Warehousing and Storage	2	20-99	D
<b>Information</b>	<b>84</b>	<b>737</b>	<b>29,611</b>
Publishing industries	24	227	10,088
Motion picture & sound recording industries	15	100-249	D
Broadcasting & telecommunications	7	182	5,884
Telecommunications	27	182	9,727
Internet Ser. Providers, Web & and Data Services	11	20-99	D
<b>Finance &amp; insurance</b>	<b>180</b>	<b>921</b>	<b>44,514</b>
Credit intermediation & related activities	112	704	33,546
Security, commodity contracts & like activity	19	20-99	D
Insurance carriers & related activities	49	100-249	D
<b>Real estate</b>	<b>334</b>	<b>2,412</b>	<b>86,479</b>
Real estate	235	1,276	55,540
Rental & leasing services	99	1,136	30,939
Lessors of other nonfinancial intangible asset			
<b>Professional, scientific &amp; technical services</b>	<b>357</b>	<b>1,857</b>	<b>75,248</b>
<b>Management of companies &amp; enterprises</b>	<b>11</b>	<b>100-249</b>	<b>D</b>
<b>Admin, support, waste mgt, remediation services</b>	<b>282</b>	<b>3,598</b>	<b>89,488</b>
Administrative & support services	267	3,415	84,107
Waste management & remediation services	15	183	5,381
<b>Educational services</b>	<b>74</b>	<b>792</b>	<b>20,495</b>
<b>Health care and social assistance</b>	<b>367</b>	<b>5,302</b>	<b>203,352</b>
Ambulatory health care services	274	2,365	114,474
Hospitals	2	500-999	D
Nursing & residential care facilities	14	500-999	D
Social assistance	77	1,323	30,726
<b>Arts, entertainment &amp; recreation</b>	<b>102</b>	<b>1,716</b>	<b>41,688</b>
Performing arts, spectator sports, & related industries	31	617	14,846
Museums, historical sites & like institutions	12	180	4,221
Amusement, gambling & recreation industries	59	919	22,621
<b>Accommodation &amp; food services</b>	<b>498</b>	<b>22,387</b>	<b>634,913</b>
Accommodation	83	13,631	486,113
Food services & drinking places	415	8,756	148,800
<b>Other services (except public administration)</b>	<b>422</b>	<b>2,645</b>	<b>62,204</b>
Repair & maintenance	77	361	10,495
Personal & laundry services	96	871	18,558
Religious, grantmaking, civic, prof & like organizations	249	1,413	33,151
<b>Unclassified establishments</b>	<b>9</b>	<b>0-19</b>	<b>D</b>
<b>Total</b>	<b>4,422</b>	<b>61,927</b>	<b>1,919,722</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 2005*.

## 11.3.2

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

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
<b>Total</b>	<b>4,422</b>	<b>13,753</b>	<b>626,686</b>
<b>Forestry, fishing, hunting, and agriculture support</b>	<b>4</b>	<b>238</b>	<b>5,360</b>
<b>Mining</b>	<b>1</b>	<b>D</b>	<b>D</b>
<b>Utilities</b>	<b>12</b>	<b>6</b>	<b>257</b>
<b>Construction</b>	<b>463</b>	<b>1,292</b>	<b>98,791</b>
Building, developing & general contracting	172	324	33,493
Heavy construction	20	23	2,852
Special trade contractors	271	945	62,446
<b>Manufacturing</b>	<b>114</b>	<b>307</b>	<b>14,850</b>
Food manufacturing	33	22	2,706
Beverage & tobacco product manufacturing	4		
Textile mills		D	D
Textile product mills	4	D	D
Apparel manufacturing	4	36	756
Wood product manufacturing	5	27	740
Paper manufacturing		3	23
Printing & related support activities	14	D	D
Chemical manufacturing	10	5	539
Plastics & rubber products manufacturing	3	3	174
Nonmetallic mineral product manufacturing	10	22	463
Primary metal manufacturing		6	450
Fabricated metal product manufacturing	3	14	917
Machinery manufacturing	1	D	D
Computer & electronic product manufacturing		D	D
Electrical equip., appliance, & component manufacturing		D	D
Transportation equipment manufacturing	1	D	D
Furniture & related product manufacturing	6	19	1,301
Miscellaneous manufacturing	16	127	5,641
<b>Wholesale trade</b>	<b>166</b>	<b>331</b>	<b>21,383</b>
Wholesale trade, durable goods	58	175	12,188
Wholesale trade, nondurable goods	92	151	8,902
Wholesale electronic markets & agents and brokers	16	5	293
<b>Retail trade</b>	<b>806</b>	<b>1,107</b>	<b>62,823</b>
Motor vehicle & parts dealers	40	18	2,229
Furniture & home furnishing stores	39	23	3,313
Electronics & appliance stores	20	11	591
Bldg material & garden equip & supp dealers	50	13	1,930
Food & beverage stores	88	31	5,271
Health & personal care stores	46	55	2,015
Gasoline stations	35		
Clothing & clothing accessories stores	229	105	9,550
Sporting goods, hobby, book & music stores	53	59	4,203
General merchandise stores	17	33	3,952
Miscellaneous store retailers	176	229	18,267
Nonstore retailers	13	530	11,502
<b>Transportation &amp; warehousing</b>	<b>136</b>	<b>275</b>	<b>10,546</b>
Air transportation	7	7	624
Water transportation	8	7	300
Truck transportation	23	32	2,357
Transit & ground passenger transportation	18	164	4,722

## 11.3.2

CONTINUED

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
Pipeline Transportation	1		
Scenic & sightseeing transportation	50	16	1,508
Transportation support activities	14	17	291
Couriers & messengers	13	29	600
Warehousing and Storage	2	3	144
<b>Information</b>	<b>84</b>	<b>159</b>	<b>6,451</b>
Publishing industries	24	39	2,683
Motion picture & sound recording industries	15	66	1,700
Broadcasting & telecommunications	7	5	50
Internet Publishing and Broadcasting		9	217
Telecommunications	27	6	519
Internet Service Providers, Web Portals, & Data Services	11	13	405
Other information services		21	877
<b>Finance &amp; insurance</b>	<b>180</b>	<b>258</b>	<b>14,722</b>
Credit intermediation & related activities	112	57	4,150
Security, commodity contracts & like activity	19	87	6,084
Insurance carriers & related activities	49	114	4,488
<b>Real estate</b>	<b>334</b>	<b>1,854</b>	<b>134,455</b>
Real estate	235	1,784	127,601
Rental & leasing services	99	68	6,745
Lessors of other nonfinancial intangible asset		D	D
<b>Professional, scientific &amp; technical services</b>	<b>357</b>	<b>1,763</b>	<b>69,213</b>
<b>Management of companies &amp; enterprises</b>	<b>11</b>		
<b>Admin, support, waste mgt, remediation services</b>	<b>282</b>	<b>1,161</b>	<b>29,593</b>
Administrative & support services	267	1,155	27,787
Waste management & remediation services	15	6	1,806
<b>Educational services</b>	<b>74</b>	<b>217</b>	<b>5,191</b>
<b>Health care and social assistance</b>	<b>367</b>	<b>919</b>	<b>29,584</b>
Ambulatory health care services	274	633	24,542
Hospitals	2		
Nursing & residential care facilities	14	31	735
Social assistance	77	255	4,307
<b>Arts, entertainment &amp; recreation</b>	<b>102</b>	<b>1,286</b>	<b>42,848</b>
Performing arts, spectator sports, & related industries	31	1,089	25,138
Museums, historical sites & like institutions	12	D	D
Amusement, gambling & recreation industries	59	195	17,695
<b>Accommodation &amp; food services</b>	<b>498</b>	<b>238</b>	<b>14,156</b>
Accommodation	83	73	4,735
Food services & drinking places	415	165	9,421
<b>Other services (except public administration)</b>	<b>422</b>	<b>2,340</b>	<b>65,764</b>
Repair & maintenance	77	638	22,209
Personal & laundry services	96	1,634	42,404
Religious, grantmaking, civic, prof & like organizations	249	68	1,151
<b>Unclassified establishments</b>	<b>9</b>		

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

SOURCE: U.S. Department of Commerce, Bureau of the Census, *County Business Patterns 2005*.

### 11.3.3

## LARGEST PRIVATE CORPORATIONS, MAUI COUNTY

Company	State Rank		Sales (\$ million)		Employees
	2007	2006	2006	2005	
Maui Land & Pineapple Co. Inc.	47	46	178.9	186.7	1,195
Hyatt Regency Maui Resort & Spa LLC	67	0	140.0	130.0	900
TS Restaurants of Hawaii & Calif.	81	84	110.0	101.8	1,800
Dorvin D. Leis Co. Inc.	87	111	105.2	75.7	459
Four Seasons Resort	91	85	102.2	101.0	807
Hawaii Petroleum Inc.	111	122	82.4	68.6	28
Valley Isle Motors Ltd.	118	112	76.4	75.6	144
West Maui Resort Partners LP	126	115	69.0	74.8	418
Maui Petroleum Inc.	128	147	68.8	56.2	16
VIP Foodservice	129	135	68.0	64.0	133
Maui Toyota/Scion	143	159	59.8	47.7	51
MINIT STOP Stores	167	173	47.5	42.7	170
Hale Maku	226	223	29.5	27.8	472
Maui Medical Group Inc.	241	238	23.6	23.4	240
Chip Inc. (dba Coldwell Banker Island Properties)	244	0	23.2	34.7	12
Maui Clothing Co. Inc.	248	0	22.4	22.4	195

SOURCE: "Top 250," *Hawaii Business*, August 2007.

### 11.3.4

## CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, MAUI COUNTY

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

Characteristics	2004		2005	
	State Total	Maui	State Total	Maui
Number of establishments <sup>1</sup>	31,605	4,295	32,240	4,422
Number of employees <sup>2</sup>	473,500	61,020	490,682	61,927
Payroll—First quarter (\$1,000)	3,552,027	413,146	3,784,859	449,766
Payroll—Annual (\$1,000)	15,074,629	1,759,991	16,163,137	1,919,722

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

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

SOURCE: U.S. Department of Commerce, Bureau of the Census,

### 11.3.5

## NUMBER OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, STATE OF HAWAI'I AND MAUI COUNTY

Year	State Total	Maui County
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
2004	31,605	4,295
2005	32,244	4,422

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: Hawai'i 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 2005*.

## 11.3.6

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

<b>Geography</b>	<b>Number of establishments</b>	<b>Sales, Shipments, Receipts, or revenue (\$1,000)</b>	<b>Number of employees</b>	<b>Annual Payroll (\$1,000)</b>
<b>Professional, scientific, and technical services (NAICS 54)</b>				
Maui County	310	126,090	1,334	44,348
Ha'ikū-Pa'uwela	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
Lāna'i	2	D	-	D
Makawao	14	4,827	107	1,892
Nāpili-Honokōwai	2	D	1 to 19	D
Pukalani	10	5,079	79	2,913
Wailea-Mākena	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
Ha'ikū-Pa'uwela	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
Lāna'i	6	D	20 to 99	D
Makawao	8	D	20 to 99	D
Nāpili-Honokōwai	6	D	100 to 249	D
Pukalani	7	14,296	267	8,495
Waihe'e-Waiehū	5	D	1 to 19	D
Wailea-Mākena	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
Ha'ikū-Pa'uwela	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
Nāpili-Honokōwai	2	D	1 to 19	D
Pukalani	2	D	1 to 19	D
Wailea-Mākena	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
Ha'ikū-Pa'uwela	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
Lāna'i	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)
Nāpili-Honokōwai	3	D	20 to 99	D
Pukalani	15	5,025	63	1,987
Wailea-Mākena	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
Ha'ikū-Pa'uwela	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
Nāpili-Honokōwai	2	D	20 to 99	D
Pukalani	5	4,107	39	1,223
Waihe'e-Waiehū	1	D	1 to 19	D
Wailea-Mākena	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 food services (NAICS 72)</b>				
Maui County	461	1,379,316	18,932	441,069
Ha'ikū-Pa'uwela	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
Lāna'i	6	D	500 to 999	D
Makawao	8	8,392	263	2,869
Nāpili-Honokōwai	18	29,908	449	6,698
Pukalani	9	5,840	135	1,455
Wailea-Mākena	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
Ha'ikū-Pa'uwela	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
Lāna'i	4	D	1 to 19	D
Makawao	4	D	1 to 19	D
Nāpili-Honokōwai	14	6,066	57	1,492
Pukalani	8	D	20 to 99	D
Waihe'e-Waiehū	1	D	100 to 249	D
Wailea-Mākena	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

2005 Establishment Type		Location / Number		Location / Number		Location / Number		Totals	
<b>Professional, scientific &amp; technical services (NAICS 541---)</b>									
Ha'ikū	16	Kula	18	Wailuku	119				
Hāna	1	Lahaina	30	Kaunakakai	5				
Kahului	49	Makawao	35	Lāna'i City	2	Maui subtotal		351	
Kihei	70	Pā'ia	13			Total		358	
<b>Management of companies &amp; enterprises (NAICS 551---)</b>									
Kahului	2	Lahaina	6	Wailuku	1				
Kihei	2					Total		11	
<b>Administrative &amp; support services (NAICS 561---)</b>									
Ha'ikū	12	Lahaina	50	Kaunakakai	3				
Kahului	58	Makawao	23	Lāna'i City	2				
Kihei	61	Pā'ia	5			Maui subtotal		262	
Kula	8	Wailuku	45			Total		267	
<b>Waste management &amp; remediation services (NAICS 562---)</b>									
Kahului	5	Makawao	2	Ho'olehua	1				
Kula	1	Pā'ia	1	Lāna'i City	1	Maui subtotal		13	
Kihei	1	Wailuku	3			Total		15	
<b>Educational services (NAICS 611---)</b>									
Ha'ikū	6	Kula	2	Pā'ia	1				
Hāna	3	Lahaina	14	Wailuku	7				
Kahului	12	Makawao	11	Kaunakakai	1	Maui subtotal		73	
Kihei	17					Total		74	
<b>Ambulatory health care services (NAICS 621---)</b>									
Ha'ikū	8	Kula	7	Wailuku	100				
Hāna	1	Lahaina	27	Kaunakakai	8				
Kahului	64	Makawao	23	Kualapu'u	1	Maui subtotal		263	
Kihei	30	Pā'ia	3	Lāna'i City	3	Total		275	
<b>Hospitals (NAICS 622---)</b>									
Wailuku	1	Kaunakaka'i	1			Maui subtotal		1	
						Total		2	
<b>Nursing &amp; residential care facilities (NAICS 623---)</b>									
Kahului	3	Makawao	2	Kaunakakai	1				
Kihei	3	Pā'ia	1			Maui subtotal		13	
Lahaina	2	Wailuku	2			Total		14	
<b>Social assistance (NAICS 624---)</b>									
Hāna	4	Lahaina	4	Ho'olehua	2				
Kahului	13	Makawao	5	Kaunakakai	7				
Kihei	6	Pā'ia	2	Kualapu'u	3	Maui subtotal		60	
Kula	1	Wailuku	25	Lāna'i City	4	Total		76	
<b>Performing arts, spectator sports, &amp; related industries (NAICS 711---)</b>									
Ha'ikū	6	Kula	2	Pā'ia	1				
Kahului	1	Lahaina	7	Wailuku	2	Maui subtotal		30	
Kihei	7	Makawao	4	Kualapu'u	1	Total		31	

### 11.3.7

CONTINUED

2005 Establishment Type		Location / Number		Location / Number		Location / Number		Totals	
<b>Museums, historical sites &amp; like institutions (NAICS 712---)</b>									
Hāna	2	Lahaina	2	Wailuku	3				
Kahului	2	Makawao	1	Kualapu'u	1	Maui subtotal		11	
Kula	1					Total		12	
<b>Amusement, gambling &amp; recreation industries (NAICS 713---)</b>									
Ha'ikū	1	Kula	2	Pā'ia	2				
Kahului	10	Lahaina	18	Wailuku	5	Maui subtotal		58	
Kihei	16	Makawao	4	Kaunakakai	1	Total		59	
<b>Accommodation (NAICS 721---)</b>									
Ha'ikū	3	Lahaina	43	Kaunakakai	1				
Hāna	4	Makawao	1	Maunaloa	1				
Kahului	2	Wailuku	4	Lāna'i City	2	Maui subtotal		79	
Kihei	22					Total		83	
<b>Food services &amp; drinking places (NAICS 722---)</b>									
Ha'ikū	5	Kula	5	Wailuku	66				
Hāna	1	Lahaina	122	Kaunakakai	9				
Kahului	74	Makawao	19	Kualapu'u	1	Maui subtotal		400	
Kihei	95	Pā'ia	13	Lāna'i City	6	Total		416	
<b>Repair &amp; maintenance (NAICS 811---)</b>									
Ha'ikū	3	Kula	3	Wailuku	24				
Kahului	29	Lahaina	6	Ho'olehua	1	Maui Subtotal		76	
Kihei	7	Makawao	4			Total		77	
<b>Personal &amp; laundry services (NAICS 812---)</b>									
Ha'ikū	2	Kula	2	Pā'ia	1				
Kahului	25	Lahaina	23	Wailuku	19				
Kihei	18	Makawao	6			Total		96	
<b>Religious, grantmaking, civic, prof &amp; like organizations (NAICS 813---)</b>									
Ha'ikū	3	Lahaina	68	Ho'olehua	2				
Hāna	3	Makawao	9	Kaunakakai	9				
Kahului	24	Pā'ia	5	Maunaloa	1				
Kihei	73	Wailuku	41	Lāna'i City	4	Maui subtotal		232	
Kula	6					Total		248	
<b>Unclassified establishments (NAICS 99---)</b>									
Ha'ikū	1	Kihei	2	Lahaina	5				
Kahului	1					Total		9	
								<b>Grand Total</b>	<b>2,123</b>

Note: Pukalani is combined with Makawao, and Pu'unēnē with Kahului.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 2005*.

## 11.3.8

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

NAICS	Industry	Employer Establishments	Sales (\$1,000)	NonEmployer Establishments	Sales (\$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*.