



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 Jim Falk Automotive Group with 302 employees, and sales of \$226.2 million in 2008. 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

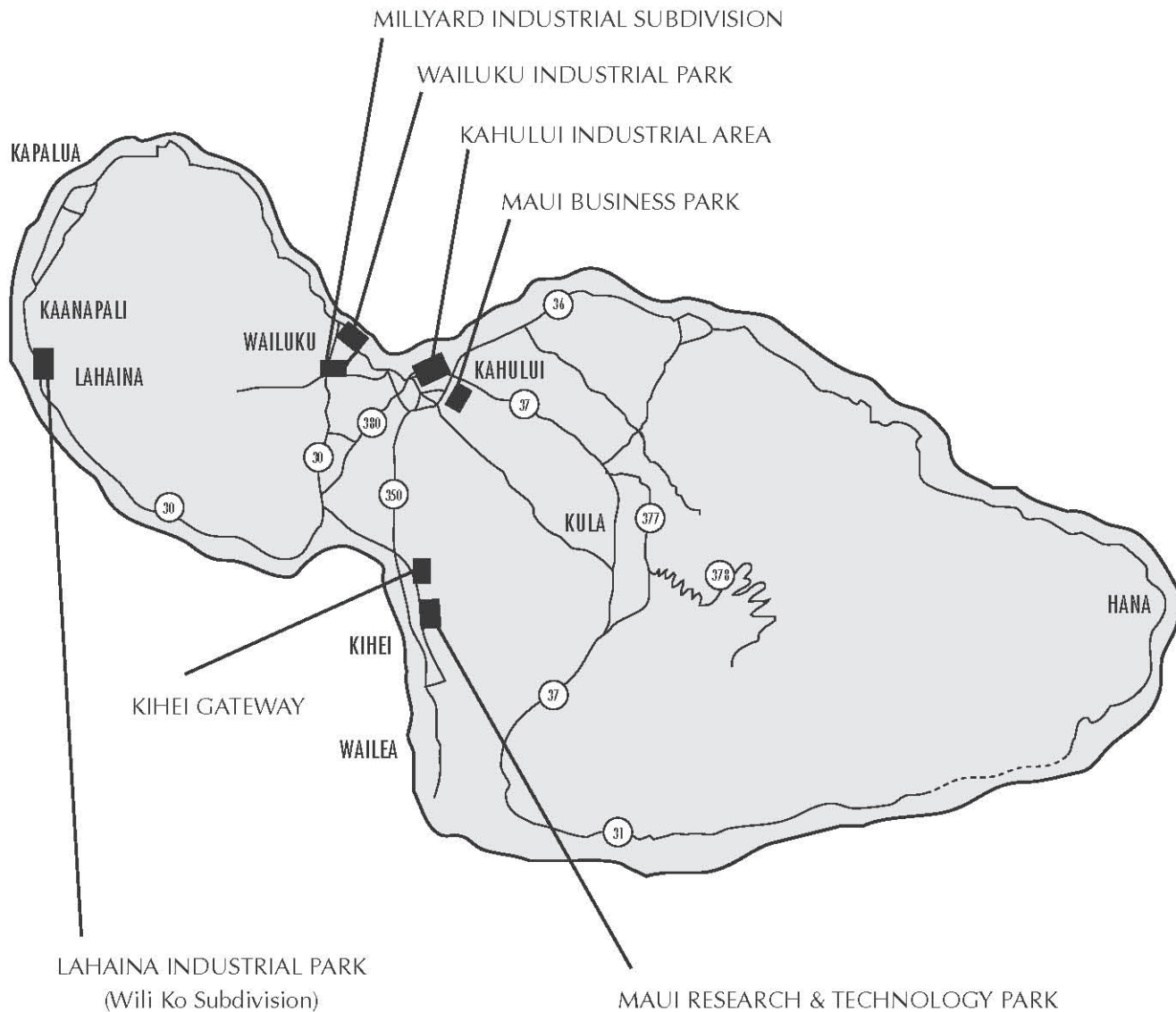
2002	Maui County		State of Hawaii	
	All	Food	All	Food
All Establishments				
Total (number)	93	34	929	259
With 20 employees or more (number)	8	4	157	54
All Employees				
Number	1,491	1,159	13,200	5,224
Payroll (\$1,000)	50,232	36,512	421,269	145,699
Production Workers				
Number	1,141	932	8,865	3,597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

	2002	2003	2004	2005	2006	2007	2008
Retailing	1,288,265,075	1,416,929,475	1,606,066,500	1,648,035,875	1,759,756,700	1,997,919,800	1,811,073,250
Services	497,605,975	538,502,100	581,463,850	633,851,450	718,509,525	829,109,750	848,982,850
Contracting	364,438,350	425,070,200	452,890,850	560,067,200	706,706,975	828,132,400	750,457,450
Theater, Amusements, Radio, etc.	20,309,700	21,195,600	21,525,925	18,918,075	23,894,750	24,109,450	22,023,375
Interest	18,674,475	18,889,650	14,142,100	12,945,300	16,453,975	28,052,600	4,022,925
Commissions	105,181,525	135,367,700	149,889,375	170,629,750	171,916,575	179,544,875	142,897,350
Hotel Rentals	321,252,400	359,701,525	400,577,025	356,886,975	474,507,050	636,500,825	605,640,475
All Other Rentals	289,637,275	301,241,100	295,148,025	285,637,400	330,730,475	380,013,500	373,678,075
Use (4%)	25,138,275	45,193,250	41,583,950	26,819,875	25,403,600	25,530,400	16,060,625
All Others (4%)	117,366,800	128,484,500	134,171,575	143,625,350	171,598,025	234,620,250	220,807,300
SUB-TOTAL	3,047,869,850	3,390,575,100	3,697,459,175	3,857,417,250	4,399,477,650	5,163,533,850	4,795,643,675
Insurance Solicitors	59,276,000	63,635,334	108,120,666	12,608,666	14,953,334	22,106,001	18,752,667
Sugar Processing	82,000	40,400	11,400	26,200	13,800	0	15,200
Pineapple Canning	1,978,400	4,091,600	1,535,400	1,722,400	239,200	0	0
Producing	23,407,000	23,037,600	20,054,400	23,375,400	19,775,800	22,979,200	23,909,600
Manufacturing	29,829,600	37,399,400	29,042,400	32,316,200	34,799,200	38,640,400	34,673,400
Wholesaling	358,084,800	365,772,200	386,196,400	424,916,800	497,918,800	546,992,600	507,465,000
Services (Intermediary)	47,747,000	50,574,800	45,863,000	48,675,600	69,946,400	76,914,600	85,672,400
Use (1/2%)	216,882,000	172,571,600	273,048,400	393,934,200	564,730,200	661,816,800	517,758,200
SUB-TOTAL	737,286,800	717,122,934	863,872,066	937,575,466	1,202,376,734	1,369,449,601	1,188,246,467
GRAND TOTAL	3,785,156,650	4,107,698,034	4,561,331,241	4,794,992,716	5,601,854,384	6,532,983,451	5,983,890,142

Notes:

1. This report is on cash basis accounting and may be distorted on a monthly basis, primarily due to cutoffs and out-of-period adjustments.

2. This report reflects the tax bases for only allocated collections. The base for the unallocated net collections cannot be determined due to differing tax rates which may be applicable.

SOURCE: Hawai'i State Department of Taxation, *General Excise and Use Tax Base, Calendar Years 2002 to 2008 (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*

2007 Establishment Type		Location / Number		Location / Number		Totals	
Motor vehicle & parts dealers (NAICS 441---)							
Kahului	23	Makawao	1	Kaunakakai	2		
Kihei	5	Wailuku	9			Maui subtotal	41
Lahaina	3					Total	43
Furniture & home furnishing stores (NAICS 442---)							
Ha'ikū	2	Kula	1	Wailuku	6		
Kahului	16	Lahaina	7	Kaunakakai	1	Maui subtotal	36
Kihei	4					Total	37
Electronics & appliance stores (NAICS 443---)							
Kahului	9	Lahaina	5	Wailuku	1		
Kihei	5	Makawao	1			Total	21
Bldg material & garden equip & supp dealers (NAICS 444---)							
Ha'ikū	1	Lahaina	6	Ho'olehua	1		
Kahului	25	Makawao	3	Kaunakakai	1		
Kihei	4	Wailuku	8	Lāna'i City	1	Maui subtotal	47
						Total	50
Food & beverage stores (NAICS 445---)							
Ha'ikū	2	Lahaina	25	Kaunakakai	7		
Kahului	19	Makawao	6	Kualapu'u	1		
Kihei	14	Pā'ia	3	Mounaloa	1	Maui subtotal	79
Kula	2	Wailuku	8	Lāna'i City	1	Total	90
		Kalaupapa	1				
Health & personal care stores (NAICS 446---)							
Ha'ikū	1	Kula	3	Pā'ia	1		
Kahului	12	Lahaina	16	Wailuku	6		
Kihei	10	Makawao	3	Kaunakakai	1	Maui subtotal	52
						Total	53
Gasoline stations (NAICS 447---)							
Ha'ikū	2	Lahaina	7	Wailuku	7		
Kahului	10	Makawao	1	Kaunakakai	2		
Kihei	5	Pā'ia	2	Lāna'i City	1	Maui subtotal	35
Kula	1					Total	38

11.2.2

CONTINUED

2007 Establishment Type		Location / Number		Location / Number		Location / Number		Totals	
Clothing & clothing accessories stores (NAICS 448---)									
Hāna	1	Lahaina	128	Wailuku	8				
Kahului	42	Makawao	10	Kaunakakai	3	Maui subtotal		255	
Kihei	58	Pā'ia	8	Lāna'i City	1	Total		259	
Sporting goods, hobby, book & music stores (NAICS 451---)									
Kahului	20	Makawao	3	Kaunakakai	1				
Kihei	7	Pā'ia	3			Maui subtotal		56	
Lahaina	18	Wailuku	5			Total		57	
General merchandise stores (NAICS 452---)									
Hāna	1	Lahaina	2	Kaunakakai	2				
Kahului	10	Makawao	1	Lāna'i City	1	Maui subtotal		16	
Kihei	1	Wailuku	1			Total		19	
Miscellaneous store retailers (NAICS 453---)									
Ha'ikū	1	Kula	6	Wailuku	14				
Hāna	2	Lahaina	73	Kaunakakai	3				
Kahului	23	Makawao	11	Lāna'i City	3	Maui Subtotal		162	
Kihei	25	Pā'ia	7			Total		168	
Nonstore retailers (NAICS 454---)									
Ha'ikū	2	Kula	3	Wailuku	2				
Kahului	2	Lahaina	3	Ho'olehua	1	Maui subtotal		15	
Kihei	2	Makawao	1	Lāna'i City	1	Total		17	
								Grand Total	852

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

SOURCE: U.S. Department of Commerce, Bureau of the Census, *Zip Code Business Patterns 2007*.

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

2007	Estab- lishments	Sales (\$1,000)	Annual Employees	Payroll (\$1,000)
Retail trade (NAICS 44-45)	853	2,474,819	9,861	262,007
Automobile dealers (NAICS 4411--)	14	303,543	551	29,255
Other motor vehicle dealers (NAICS 4412--)	3	19,660	69	2,946
Auto parts, accessories, & tire stores (NAICS 4413--)	27	39,355	229	7,031
Furniture stores (NAICS 4421--)	17	33,167	120	5,037
Home furnishings stores (NAICS 4422--)	26	25,851	156	4,433
Electronics and appliance stores (NAICS 4431--)	19	30,340	134	3,397
Building material and supplies dealers (NAICS 4441--)	37	183,260	624	19,187
Lawn & garden equip. & supplies stores (NAICS 4442--)	10	19,067	60	1,793
Grocery stores (NAICS 4451--)	66	459,553	1,930	47,390
Specialty food stores (NAICS 4452--)	12	13,878	81	1,440
Health and personal care stores (NAICS 4461--)	57	142,161	569	15,297
Gasoline stations (NAICS 4471--)	35	208,205	525	11,816
Clothing stores (NAICS 4481--)	165	173,958	1,350	22,631
Shoe stores (NAICS 4482--)	23	D	100-249	D
Jewelry, luggage, & leather goods stores (NAICS 4483--)	83	D	250-499	D
Sporting goods, & musical instr. stores (NAICS 4511--)	39	50,120	395	6,656
Book, periodical, and music stores (NAICS 4512--)	13	16,600	107	2,068
Department stores (NAICS 4521--)	4	D	500-999	D
Other general merchandise stores (NAICS 4529--)	14	D	250-499	D
Florists (NAICS 4531--)	14	D	20-99	D
Office supplies, stationery, & gift stores (NAICS 4532--)	82	D	500-999	D
Used merchandise stores (NAICS 4533--)	11	11,498	99	2,402
Other miscellaneous store retailers (NAICS 4539--)	54	D	250-499	D
Electronic shopping & mail-order houses (NAICS 4541--)	6	D	20-99	D
Direct selling establishments (NAICS 4543--)	13	17,657	63	2,449

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

SOURCE: U.S. Bureau of the Census, 2007 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	853	2,474,819	262,007	9,861
441	Motor vehicle and parts dealers	44	362,558	39,232	849
442	Furniture and home furnishings stores	43	59,018	9,470	276
443	Electronics and appliance stores	19	30,340	3,397	134
444	Building material, garden equip. & supplies dealers	47	202,327	20,980	684
445	Food and beverage stores	85	481,142	49,167	2,032
446	Health and personal care stores	57	142,161	15,297	569
447	Gasoline stations	35	208,205	11,816	525
448	Clothing and clothing accessories stores	271	307,487	40,621	1,967
451	Sporting goods, hobby, book, and music stores	52	66,720	8,724	502
452	General merchandise stores	18	411,704	34,528	1,223
453	Miscellaneous store retailers	161	171,853	24,700	975
454	Nonstore retailers	21	31,304	4,075	125
44-45	Retail Trade by CDP				
	Ha'ikū-Pa'uwela	13	12,292	1,813	62
	Kahului	213	1,329,037	133,058	4,591
	Kihei	76	233,957	22,740	947
	Lahaina	208	340,015	39,052	1,583
	Makawao	24	10,223	1,770	93
	Nāpili-Honokōwai	13	32,077	2,668	123
	Pukalani	10	62,786	5,936	233
	Waihe'e-Waiehu	1	D	D	0-19
	Wailea-Mākena	63	109,446	13,372	423
	Wailuku	60	116,138	14,664	493
	Island of Moloka'i	24	40,537	4,461	252
	Island of Lāna'i	9	12,618	1,879	85
	Balance of Maui County	139	D	D	500-999

CDP: Census Designated Place

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

SOURCE: U.S. Bureau of the Census, 2007 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 2009	RANGE PER SQUARE FOOT PER MONTH		
		Retail	Office	Warehouse
West Maui:				
Shopping Centers		\$2.50 to \$5.00	NA	NA
Off Front Street		\$1.50 to \$3.00	\$1.25 to \$1.60	NA
Industrial Area		\$1.25 to \$1.75	\$1.00 to \$1.50	\$1.00 to \$1.75
Front Street, Lahaina		\$7.50 to \$15.00	NA	NA
Kihei		\$1.50 to \$3.80	\$0.99 to \$2.50	\$1.50 to \$1.75
Wailuku		\$1.50 to \$2.00	\$0.75 to \$1.50	\$0.75 to \$1.25
Kahului		\$1.75 to \$2.25	\$0.89 to \$1.50	\$0.99 to \$1.25
Wailea		\$3.25 to \$5.50	\$3.00 to \$5.00	NA
Makawao		\$1.75 to \$2.50	\$1.00 to \$2.00	N/A
Common area charges (in addition to rent, per square foot rented, all areas):				
		\$0.30 to \$2.00	\$0.35 to \$1.00	\$0.35 to \$0.65

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

Source: Lowson and Associates and Felcon Enterprises, records. Current property listings can be found at www.mauicommercial.com, sponsored by members of the Commercial Round Table of Maui.
Lahaina Revised by Mac Lawson, Lowson & Associates 12/09/09
Central & Kihei, Maui Revised by Felix Osorno, Felcon Enterprises, Ltd. : Pending 12/10/2009

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 ¹	Number of Employees ²	Annual Payroll (\$1,000)
Forestry, Fishing, Hunting, and Agriculture Support	4	0-19	D
Mining	1	20-99	D
Utilities	15	250-499	30,428
Construction	525	4,300	217,350
Construction of Buildings	197	1,581	78,487
Heavy and Civil Engineering Construction	25	286	17,015
Specialty Trade Contractors	303	2,433	121,848
Manufacturing	117	1,391	56,696
Food Manufacturing	31	907	34,672
Beverage and Tobacco Product Manufacturing	5	44	1,374
Textile Product Mills	3	5	178
Apparel Manufacturing	5	19	316
Wood Product Manufacturing	8	20-99	D
Printing and Related Support Activities	14	76	3,063
Chemical Manufacturing	8	20-99	971
Plastics and Rubber Products Manufacturing	2	0-19	D
Nonmetallic Mineral Product Manufacturing	10	100-249	D
Fabricated Metal Product Manufacturing	7	7	297
Transportation Equipment Manufacturing	1	0-19	D
Furniture and Related Product Manufacturing	6	0-19	518
Miscellaneous Manufacturing	17	30	715
Wholesale Trade	165	1,920	83,245
Merchant Wholesalers, Durable Goods	61	486	22,787
Merchant Wholesalers, Nondurable Goods	91	1,391	59,176
Wholesale Electronic Markets and Agents and Brokers	13	43	1,282
Retail Trade	857	9,756	260,153
Motor Vehicle and Parts Dealers	42	799	38,040
Furniture and Home Furnishings Stores	37	236	7,879
Electronics and Appliance Stores	21	152	3,555
Bldg Material & Garden Equipment & Supplies Dealers	50	719	21,854
Food and Beverage Stores	89	1,871	45,678
Health and Personal Care Stores	54	682	17,280
Gasoline Stations	38	517	14,585
Clothing and Clothing Accessories Stores	265	1,959	40,555
Sporting Goods, Hobby, Book, and Music Stores	58	570	10,744
General Merchandise Stores	19	1,293	35,548
Miscellaneous Store Retailers	167	874	21,964
Nonstore Retailers	17	84	2,471
Transportation and Warehousing	153	3,270	98,515
Air Transportation	11	994	20,739
Water Transportation	5	20-99	D
Truck Transportation	33	419	20,147
Transit and Ground Passenger Transportation	22	242	5,053
Pipeline Transportation	1	0-19	D
Scenic and Sightseeing Transportation	50	1,161	32,845
Support Activities for Transportation	13	153	7,603
Couriers and Messengers	15	144	5,361

11.3.1

CONTINUED

Industry	Number of Establishments ¹	Number of Employees ²	Annual Payroll (\$1,000)
Warehousing and Storage	3	20-99	D
Information	75	756	32,727
Publishing Industries (except Internet)	24	244	10,667
Motion Picture and Sound Recording Industries	16	20-99	1,494
Broadcasting (except Internet)	7	146	5,565
Internet Publishing and Broadcasting	1	0-19	D
Telecommunications	21	242	13,466
Internet Ser. Providers, Web & Data Services	5	20-99	D
Other Information Services	1	0-19	D
Finance and Insurance	192	1,117	46,254
Credit Intermediation and Related Activities	127	853	33,111
Securities, Commodity Contracts, & Related Activities	17	96	5,390
Insurance Carriers and Related Activities	48	168	7,753
Real Estate and Rental and Leasing	313	2,769	99,111
Real Estate	235	1,498	65,329
Rental and Leasing Services	78	1,271	33,782
Professional, Scientific, and Technical Services	375	1,571	69,317
Management of Companies and Enterprises	12	500-999	D
Administrative and Support and Services	291	4,394	129,269
Administrative and Support Services	275	4,053	119,936
Waste Management and Remediation Services	16	341	9,333
Educational Services	78	869	23,309
Health Care and Social Assistance	387	5,664	273,460
Ambulatory Health Care Services	280	2,302	129,430
Hospitals	2	1,000-2,499	D
Nursing and Residential Care Facilities	20	500-999	D
Social Assistance	85	1,519	36,144
Arts, Entertainment, and Recreation	110	1,794	46,421
Performing Arts, Spectator Sports, and Related Ind.	39	596	15,640
Museums, Historical Sites, and Similar Institutions	11	185	4,940
Amusement, Gambling, and Recreation Industries	60	1,013	25,841
Accommodation and Food Services	528	22,268	672,617
Accommodation	86	12,852	498,567
Food Services and Drinking Places	442	9,416	174,050
Other Services (except Public Administration)	458	2,868	68,428
Repair and Maintenance	84	343	10,654
Personal and Laundry Services	105	916	18,694
Religious, Grantmaking, Civic, and Like Organizations	269	1,609	39,080
Unclassified	7	4	245
Total	4,663	65,960	2,262,238

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

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

D: Withheld to avoid disclosing data for individual companies.

SOURCE: U.S. Department of Commerce, Bureau of the Census, *County Business Patterns 2007*.

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)
Total	4,663	15,381	716,284
Forestry, Fishing, Hunting, and Agriculture Support	4	258	6,605
Mining	1	4	1,110
Utilities	15	D	D
Construction	525	1,496	124,326
Construction of Buildings	197	397	46,295
Heavy and Civil Engineering Construction	25	21	2,890
Specialty Trade Contractors	303	1,078	75,141
Manufacturing	117	322	18,175
Food Manufacturing	31	33	2,451
Beverage and Tobacco Product Manufacturing	5	D	D
Textile Product Mills	3	3	426
Apparel Manufacturing	5	25	683
Leather and allied product manufacturing			
Wood Product Manufacturing	8	35	1,001
Paper manufacturing		3	13
Printing and Related Support Activities	14	13	879
Chemical Manufacturing	8	D	D
Plastics and Rubber Products Manufacturing	2	D	D
Nonmetallic Mineral Product Manufacturing	10	28	676
Primary metal manufacturing		D	D
Fabricated Metal Product Manufacturing	7	9	1,785
Machinery manufacturing		3	110
Transportation Equipment Manufacturing	1	D	D
Furniture and Related Product Manufacturing	6	26	2,295
Miscellaneous Manufacturing	17	122	5,942
Wholesale Trade	165	362	20,873
Merchant Wholesalers, Durable Goods	61	174	10,072
Merchant Wholesalers, Nondurable Goods	91	168	10,181
Wholesale Electronic Markets and Agents and Brokers	13	20	620
Retail Trade	857	1,119	71,257
Motor Vehicle and Parts Dealers	42	34	3,511
Furniture and Home Furnishings Stores	37	26	3,581
Electronics and Appliance Stores	21	12	619
Building Material and Garden Equipment and Supplies Dealers	50	19	973
Food and Beverage Stores	89	38	7,420
Health and Personal Care Stores	54	60	2,270
Gasoline Stations	38	3	94
Clothing and Clothing Accessories Stores	265	135	11,445
Sporting Goods, Hobby, Book, and Music Stores	58	56	3,077
General Merchandise Stores	19	29	4,594
Miscellaneous Store Retailers	167	228	21,571
Nonstore Retailers	17	479	12,102
Transportation and Warehousing	153	336	15,856
Air Transportation	11	8	187
Water Transportation	5	5	119
Truck Transportation	33	59	6,240
Transit and Ground Passenger Transportation	22	169	6,249
Pipeline Transportation	1		
Scenic and Sightseeing Transportation	50	19	283

11.3.2

CONTINUED

Industry	Establishments with Employees	Establishments Non-Employer	Gross Receipts Non-Employer (\$1,000)
Support Activities for Transportation	13	23	1,677
Couriers and Messengers	15	50	923
Warehousing and Storage	3	3	178
Information	75	170	7,060
Publishing Industries (except Internet)	24	40	2,248
Motion Picture and Sound Recording Industries	16	61	1,737
Broadcasting (except Internet)	7	5	69
Internet Publishing and Broadcasting	1		
Telecommunications	21	15	1,027
Data processing, hosting and related services		15	1,065
Internet Service Providers, Web Portals, & Data Services	5		
Other information services	1	34	914
Finance and Insurance	192	330	17,589
Credit Intermediation and Related Activities	127	94	3,212
Securities, Commodity Contracts, and Related Activities	17	104	8,428
Insurance Carriers and Related Activities	48	132	5,949
Real Estate and Rental and Leasing	313	1,819	125,355
Real Estate	235	1,734	116,888
Rental and Leasing Services	78	84	8,428
Lessors of nonfinancial intangible assets (except copyrighted works)			D D
Professional, Scientific, and Technical Services	375	1,906	73,949
Management of Companies and Enterprises	12		
Administrative & Support & Waste Mgt, Remediation Ser.	291	1,487	41,619
Administrative and Support Services	275	1,477	40,891
Waste Management and Remediation Services	16	10	728
Educational Services	78	266	6,386
Health Care and Social Assistance	387	948	31,273
Ambulatory Health Care Services	280	612	24,699
Hospitals	2		
Nursing and Residential Care Facilities	20	38	1,463
Social Assistance	85	298	5,111
Arts, Entertainment, and Recreation	110	1,785	48,147
Performing Arts, Spectator Sports, and Related Industries	39	1,556	29,246
Museums, Historical Sites, and Similar Institutions	11	D	D
Amusement, Gambling, and Recreation Industries	60	225	18,719
Accommodation and Food Services	528	259	20,257
Accommodation	86	75	5,602
Food Services and Drinking Places	442	184	14,655
Other Services (except Public Administration)	458	2,507	86,056
Repair and Maintenance	84	651	31,212
Personal and Laundry Services	105	1,764	53,230
Religious, Grantmaking, Civic, Prof., and Like Organizations	269	92	1,614
Unclassified	7	0	0

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 2007*.

11.3.3

LARGEST PRIVATE CORPORATIONS, MAUI COUNTY

Company	State Rank		Sales (\$ million)		Employees
	2009	2008	2008	2007	
Jim Falk Automotive Group	37	29	226.2	269.4	302
Grand Wailea Hotel & Spa	49	47	172.0	199.0	1,400
The Fairmont Hotels Hawai'i	57	99	152.2	180	1,220
Hyatt Regency Maui Resort & Spa LLC	76	69	125.0	140.0	800
Four Seasons Resort	80	77	116.0	130.0	650
TS Restaurants of Hawaii & Calif.	87	92	107.4	110.7	1,750
Dorvin D. Leis Co. Inc.	88	87	105.2	117.3	314
Hawai'i Petroleum Inc.	90	117	104.0	87.1	33
Maui Petroleum Inc.	115	133	80.1	70.5	15
Maui Land & Pineapple Co. Inc.	116	64	78.0	154.1	800
VIP Foodservice	130	137	70.0	68.0	133
MINIT STOP Stores	154	165	53.4	50.4	174
Wailea Beach Marriott Resort & Spa	166	na	46.4	38.5	403
Maui Toyota/Scion	175	146	43.9	60.6	51
Hale Makua	203	218	33.0	32.0	501
Maui Medical Group Inc.	207	225	32.3	29.0	268
Maui Clothing Co. Inc.	247	249	21.6	23.8	139

SOURCE: "Top 250," *Hawai'i Business*, August 2009.

11.3.4

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, MAUI COUNTY

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

Characteristics	2006		2007	
	State Total	Maui	State Total	Maui
Number of establishments ¹	33,118	4,584	33,388	4,663
Number of employees ²	512,543	65,263	519,060	65,960
Payroll—First quarter (\$1,000)	4,225,680	504,163	4,501,332	555,238
Payroll—Annual (\$1,000)	17,287,011	2,067,779	18,306,259	2,262,238

¹ Data refer to establishments active anytime during the year.

² 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 ¹	24,519	2,257
1984	25,093	2,406
1985	25,742	2,528
1986	26,212	2,656
1987	27,281	2,867
1988	27,938	2,958
1989	28,443	3,096
1990	29,313	3,239
1991	29,736	3,367
1992	30,467	3,482
1993	30,157	3,502
1994	29,995	3,578
1995	29,942	3,639
1996	29,967	3,708
1997	29,991	3,766
1998 ²	29,603	3,746
1999	29,569	3,790
2000	29,853	3,889
2001	30,853	3,955
2002	30,633	4,104
2003	31,061	4,203
2004	31,605	4,295
2005	32,244	4,422
2006	33,118	4,584
2007	33,388	4,663

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.

¹ New definition (see headnote).

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

SOURCES: 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 2007*.

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)
Professional, scientific, and technical services (NAICS 54)				
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
Administrative and support and waste management and remediation services (NAICS 56)				
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
Educational services (NAICS 61)				
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
Health care and social assistance (NAICS 62)				
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
Arts, entertainment, and recreation (NAICS 71)				
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
Accommodation and foodservices (NAICS 72)				
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
Other services (except public administration) (NAICS 81)				
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

2007 Establishment Type		Location / Number		Location / Number		Location / Number		Totals	
Professional, scientific & technical services (NAICS 541---)									
Ha'ikū	22	Kula	20	Wailuku	135				
Hāna	2	Lahaina	34	Ho'olehua	1				
Kahului	46	Makawao	33	Kaunakakai	2	Maui subtotal		371	
Kihei	72	Pā'ia	7	Lāna'i City	2	Total		376	
Management of companies & enterprises (NAICS 551---)									
Kahului	4	Kihei	4	Lahaina	4				
						Total		12	
Administrative & support services (NAICS 561---)									
Ha'ikū	20	Lahaina	46	Kaunakakai	2				
Kahului	49	Makawao	24	Lāna'i City	6				
Kihei	62	Pā'ia	4			Maui subtotal		265	
Kula	9	Wailuku	51			Total		273	
Waste management & remediation services (NAICS 562---)									
Ha'ikū	1	Kihei	1	Ho'olehua	1				
Kahului	6	Makawao	1	Maunaloa	2	Maui subtotal		12	
Kula	1	Wailuku	2	Lāna'i City	1	Total		16	
Educational services (NAICS 611---)									
Ha'ikū	9	Kula	2	Wailuku	10				
Hāna	1	Lahaina	15	Kaunakakai	2				
Kahului	14	Makawao	10	Lāna'i City	1	Maui subtotal		75	
Kihei	13	Pā'ia	1			Total		78	
Ambulatory health care services (NAICS 621---)									
Ha'ikū	7	Kula	10	Wailuku	99				
Hāna	1	Lahaina	25	Kaunakakai	9				
Kahului	69	Makawao	21	Kualapu'u	1	Maui subtotal		268	
Kihei	32	Pā'ia	4	Lāna'i City	3	Total		281	
Hospitals (NAICS 622---)									
Wailuku	1	Kaunakakai	1			Maui subtotal		1	
						Total		2	
Nursing & residential care facilities (NAICS 623---)									
Kahului	4	Makawao	4	Kaunakakai	1				
Kihei	2	Pā'ia	1	Lāna'i City	1	Maui subtotal		18	
Lahaina	1	Wailuku	6			Total		20	
Social assistance (NAICS 624---)									
Hāna	3	Lahaina	4	Ho'olehua	2				
Kahului	17	Makawao	4	Kaunakakai	9				
Kihei	8	Pā'ia	2	Kualapu'u	2	Maui subtotal		67	
Kula	2	Wailuku	27	Lāna'i City	4	Total		84	
Performing arts, spectator sports, & related industries (NAICS 711---)									
Ha'ikū	6	Kula	3	Pā'ia	3				
Kahului	3	Lahaina	7	Wailuku	4				
Kihei	7	Makawao	6			Total		39	

11.3.7

CONTINUED

2007 Establishment Type							
Location / Number		Location / Number		Location / Number		Totals	
Museums, historical sites & like institutions (NAICS 712---)							
Hāna	2	Kula	1	Wailuku	2		
Kahului	2	Lahaina	1	Kualapu'u	1	Maui subtotal	10
Kihei	1	Makawao	1			Total	11
Amusement, gambling & recreation industries (NAICS 713---)							
Ha'ikū	2	Kula	2	Wailuku	3		
Hāna	1	Lahaina	15	Kaunakakai	1	Maui subtotal	58
Kahului	10	Makawao	5	Maunaloa	1	Total	60
Kihei	17	Pā'ia	3				
Accommodation (NAICS 721---)							
Ha'ikū	3	Kula	1	Wailuku	2		
Hāna	4	Lahaina	39	Kaunakakai	3	Maui subtotal	75
Kahului	2	Makawao	1	Maunaloa	1	Total	85
Kihei	22	Pā'ia	1	Lāna'i City	6		
Food services & drinking places (NAICS 722---)							
Ha'ikū	8	Kula	4	Wailuku	67		
Hāna	1	Lahaina	123	Kaunakakai	9	Maui subtotal	426
Kahului	88	Makawao	18	Kualapu'u	1	Total	443
Kihei	104	Pā'ia	13	Lāna'i City	7		
Repair & maintenance (NAICS 811---)							
Ha'ikū	2	Kula	3	Wailuku	30		
Kahului	35	Lahaina	6			Total	84
Kihei	7	Makawao	1				
Personal & laundry services (NAICS 812---)							
Ha'ikū	3	Kula	3	Pā'ia	3	Maui subtotal	104
Kahului	24	Lahaina	22	Wailuku	18	Total	105
Kihei	27	Makawao	4	Kalaupapa	1		
Religious, grantmaking, civic, prof & like organizations (NAICS 813---)							
Ha'ikū	5	Lahaina	75	Ho'olehua	3	Maui subtotal	253
Hāna	3	Makawao	6	Kaunakakai	9	Total	269
Kahului	23	Pā'ia	6	Maunaloa	1		
Kihei	81	Wailuku	48	Lāna'i City	3		
Kula	6						
Unclassified establishments (NAICS 99---)							
Hāna	1	Kihei	2	Wailuku	1	Total	17
Kahului	1	Lahaina	2				
						Grand Total	2,245

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 2007*.

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)
---	Total	X	X	15,381	716,284
11	Forestry, fishing & hunting, and agricultural support services			258	6,605
21	Mining	X	X	4	1,110
22	Utilities	X	X	D	D
23	Construction	X	X	1,496	124,326
31-33	Manufacturing	X	X	322	18,175
42	Wholesale trade	139	575,929	362	20,873
44-45	Retail trade	853	2,474,819	1,119	71,257
48-49	Transportation & warehousing	X	X	336	15,856
51	Information	75	N	170	7,060
52	Finance & insurance (not published for counties)	X	X	330	17,589
53	Real estate & rental & leasing	319	594,115	1,819	125,355
54	Professional, scientific, & technical services	X	X	1,906	73,949
55	Management of companies & enterprises	X	X		
56	Adm. & support & waste mgmt. & remediation service	X	X	1,487	41,619
61	Educational services	X	X	266	6,386
62	Health care & social assistance	X	X	948	31,273
71	Arts, entertainment, & recreation	108	149,526	1,785	48,147
72	Accommodation & food services	526	2,452,167	259	20,257
81	Other services (except public administration)	X	X	2,507	86,056

D: Withheld to avoid disclosing data of individual companies.

N: Not available or not comparable.

X: Not published for counties.

SOURCE: U.S. Census Bureau, 2007 Economic Census, 2007 Economic Census of Island Areas, and 2007 Nonemployer Statistics.