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## Section 11

### DOMESTIC TRADE

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

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

## 11.1.1

## MANUFACTURING KAHULUI AND MAUI COUNTY

*Includes operating manufacturing establishments and auxiliaries*

	MAUI COUNTY		KAHULUI	
	1987	1992	1987	1992
<b>All Establishments<sup>1</sup></b>				
Total (number)	88	98	31	29
With 20 employees or more (number)	16	11	6	4
<b>All Employees</b>				
Number (1,000)	2.8	2.2	1.7	1.0
Payroll (\$1,000,000)	54.9	61.9	31.9	31.0
<b>Production Workers</b>				
Number (1,000)	2.2	1.3	1.5	0.6
Hours (millions)	4.6	3.1	3.0	1.4
Wages (\$1,000,000)	39.0	29.0	25.3	11.6
<b>Value Added by Manufacture<sup>2</sup></b>				
(\$1,000,000)	159.0	144.3	59.8	47.6
<b>Cost of Materials<sup>3</sup></b>				
(\$1,000,000)	154.9	130.5	102.1	73.7
<b>Value of Shipments<sup>3</sup></b>				
(\$1,000,000)	314.2	275.0	161.8	121.1

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

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

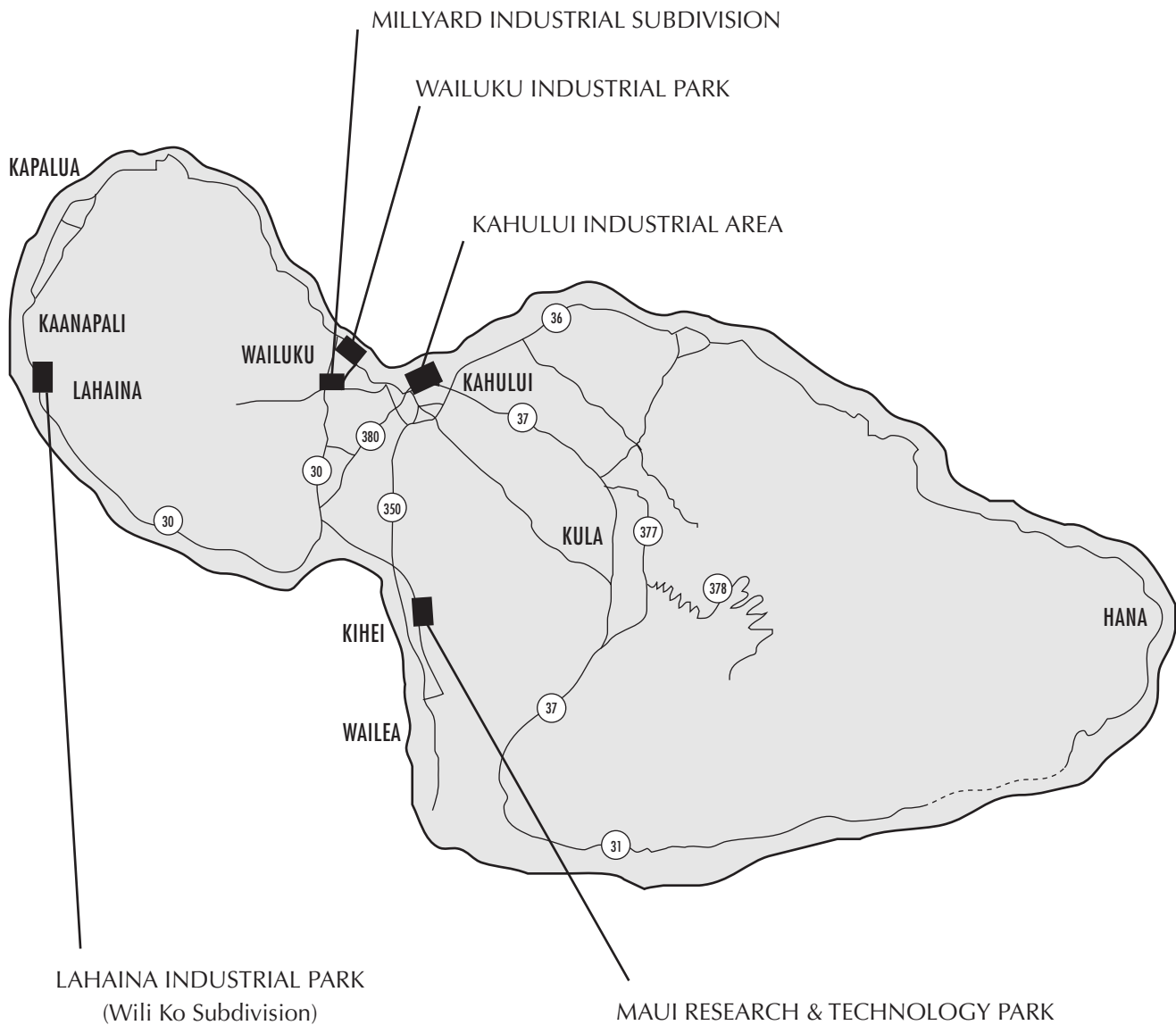
<sup>3</sup> Aggregate of cost of materials and value of shipments includes extensive duplication, since products of some industries are used as materials by others.

SOURCE: U.S. Bureau of the Census, *1987 Census of Manufactures*, MC87-A-12; *1992 Census of Manufactures*, MC92-A-12.

11.1.2

**INDUSTRIAL PARKS, ISLAND OF MAUI**

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



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

11.2.1

GENERAL EXCISE TAX BASE, MAUI COUNTY

	1993	1994	1995	1996	1997	1998	1999	2000
Retailing	904,620,000	966,355,000	953,473,875	833,349,525	621,260,750	649,032,400	1,200,011,150	1,357,279,775
Services	294,121,000	311,996,000	332,350,025	323,517,975	315,540,900	328,849,125	404,622,650	445,827,275
Contracting	198,535,000	205,115,000	188,497,150	181,665,900	161,468,800	193,365,375	259,711,650	326,777,275
Theater, Amusements, Radio, etc.	6,704,000	6,186,000	6,712,900	6,348,825	5,757,150	6,518,225	15,984,275	16,659,825
Interest	8,734,000	8,203,000	9,019,025	8,360,500	7,568,225	7,794,250	11,002,075	12,191,625
Commissions	41,541,000	46,435,000	45,460,125	55,078,925	53,701,225	64,093,175	82,441,600	102,188,000
Hotel Rentals	287,317,000	301,289,000	302,295,300	326,989,550	219,644,400	192,012,700	332,734,900	373,941,925
All Other Rentals	266,880,000	251,857,000	260,702,375	230,939,550	189,527,750	206,840,275	272,953,600	284,930,450
Use (4%)	36,136,000	27,623,000	23,979,725	16,284,725	6,608,975	9,585,650	32,232,375	44,145,100
All Others (4%)	106,909,000	115,362,000	122,619,650	106,482,875	73,681,600	76,290,300	125,497,600	119,762,625
<b>SUB-TOTAL</b>	<b>2,151,497,000</b>	<b>2,240,421,000</b>	<b>2,245,110,150</b>	<b>2,089,018,350</b>	<b>1,654,759,775</b>	<b>1,734,381,475</b>	<b>2,737,191,875</b>	<b>3,083,703,875</b>
Insurance Solicitors	50,374,000	113,238,000	72,992,667	38,562,000	29,943,333	31,336,665	94,902,666	41,309,334
Sugar Processing	8,557,000	5,186,000	7,760,000	-574,000	85,400	6,800	73,000	147,600
Pineapple Canning	2,910,000	3,325,000	3,516,400	353,800	265,400	607,000	2,900,400	2,376,000
Producing	37,680,000	34,511,000	36,475,600	25,030,200	21,713,000	26,281,200	29,412,400	28,193,200
Manufacturing	13,611,000	14,061,000	18,755,400	17,230,800	17,607,400	18,410,800	21,927,400	27,228,200
Wholesaling	294,825,000	300,607,000	269,816,600	247,287,400	191,297,600	209,382,400	328,986,000	367,046,000
Services (Intermediary)	11,259,000	25,429,000	18,455,800	25,437,400	26,346,200	25,449,200	30,991,200	37,430,000
Use (1/2%)	132,644,000	144,160,000	131,134,400	83,113,800	42,011,800	61,979,800	183,129,000	233,743,000
<b>SUB-TOTAL</b>	<b>551,860,000</b>	<b>640,517,000</b>	<b>558,906,867</b>	<b>436,441,400</b>	<b>329,270,133</b>	<b>373,473,865</b>	<b>692,322,066</b>	<b>737,473,334</b>
<b>GRAND TOTAL</b>	<b>2,703,357,000</b>	<b>2,880,938,000</b>	<b>2,804,017,017</b>	<b>2,525,459,750</b>	<b>1,984,029,908</b>	<b>2,107,855,340</b>	<b>3,429,513,941</b>	<b>3,821,177,209</b>

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 1991 to 1998 (annual).

## 11.2.2

### RETAIL ESTABLISHMENTS BY TYPE AND LOCATION

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

#### Establishment Type

Location	Number	Location	Number	Totals	
<b>Building materials and garden supplies (SIC 52—)</b>					
Haiku	2	Lahaina	4		
Kahului	15	Makawao	3		
Kihei	4	Wailuku	2		
Kula	1			Maui Subtotal	31
		Kaunakakai	3	Total	34
<b>General merchandise stores (SIC 53—)</b>					
Hana	1	Lahaina	6		
Kahului	9	Makawao	2		
Kihei	1	Paia	1		
Kula	1	Wailuku	4	Maui Subtotal	25
		Kaunakakai	2		
		Lanai City	2	Total	29
<b>Food stores (SIC 54—)</b>					
Haiku	6	Lahaina	30		
Kahului	22	Makawao	8		
Kihei	18	Paia	10		
Kula	4	Wailuku	20	Maui Subtotal	118
Kaunakakai	5	Kualapuu	1		
		Lanai City	3	Total	127
<b>Automotive dealers and service stations (SIC 55—)</b>					
Kahului	33	Makawao	4		
Kihei	4	Paia	2		
Kula	1	Wailuku	15		
Lahaina	9			Maui Subtotal	68
		Kaunakakai	4		
		Lanai City	2	Total	74

## 11.2.2

CONTINUED

### Establishment Type

Location	Number	Location	Number	Totals	
<b>Apparel and accessory stores (SIC 56—)</b>					
Hana	2	Lahaina	105		
Kahului	39	Makawao	4		
Kihei	23	Paia	5		
Kula	1	Wailuku	5	Maui Subtotal	184
Kaunakakai	3	Maunaloa	1	Total	188
<b>Furniture and homefurnishings stores (SIC 57—)</b>					
Haiku	1	Kula	1		
Hana	1	Lahaina	16		
Kahului	21	Makawao	1		
Kihei	7	Wailuku	10	Total	58
<b>Eating and drinking places (SIC 58—)</b>					
Haiku	4	Lahaina	98		
Hana	2	Makawao	15		
Kahului	47	Paia	8		
Kihei	60	Wailuku	55		
Kula	3			Maui Subtotal	292
Kaunakakai	4	Kualapuu	1		
		Lanai City	2	Total	299
<b>Miscellaneous retail (SIC 59—)</b>					
Haiku	3	Lahaina	132		
Hana	2	Makawao	14		
Kahului	62	Paia	4		
Kihei	47	Wailuku	21		
Kula	7			Maui Subtotal	292
Hoolehua	1	Kaunakakai	3		
Kalaupapa	1	Maunaloa	1	Total	298
				<b>Grand Total</b>	<b>1,107</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 1996*, on CD-ROM.

### 11.2.3

## CHARACTERISTICS OF MAJOR SHOPPING CENTERS, MAUI COUNTY

*Includes all centers with more than 50,000 square feet of gross leasable area*

	Location	Stores	Year Built/Renovated	Gross Leasable Area
Kaahumanu Center	Kahului	88	1972/1995	572,896
Maui Marketplace	Kahului	23	1997	263,033
The Shops At Wailea	Kahului	100	2000	224,450
Maui Mall	Kahului	50	1971/1995	190,452
Lahaina Center Factory Stores	Lahaina	NA	1990	150,000
Lahaina Cannery Shopping Center	Lahaina	NA	1987	132,000
Azeka I & II	Kihei	NA	1979/1992	124,632
Kahului Shopping Center	Kahului	35	1951/1960	112,066
Whalers Village	Lahaina	37	1971	79,000
Lahaina Shopping Center	Lahaina	21	1995/1995	77,000
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

SOURCE: National Research Bureau, 1999 database supplied to Claritas, Inc.

### 11.2.4

## RETAIL ESTABLISHMENTS WITH PAYROLL (NAICS BASIS), MAUI COUNTY

	Number of Establishments	Sales (\$1,000)	Annual Payroll (\$1,000)	Paid Employees*
State Total	5,088	11,317,752	1,161,805	64,218
Maui County	805	1,359,298	150,721	8,244
Maui Island				
Haiku-Pauwela	7	4,325	483	30
Kahului	203	583,649	59,310	3,405
Kihei	82	123,551	12,785	720
Lahaina	242	299,657	37,875	1,873
Makawao/Pukalani	34	45,930	5,145	305
Napili-Honokowai	9	12,195	1,173	62
Wailea-Makena	22	20,371	2,487	162
Wailuku	64	107,198	12,027	604
Lanai	7	7,656	1,098	55
Kaunakakai, Molokai	15	28,391	3,441	196
Balance of Maui County	129	D	D	500-999

\* For pay period including March 12.

SOURCE: U.S. Bureau of the Census, *1997 Economic Census, Retail Trade, Hawaii* (1999), tables 1, 3 and 4.

## 11.2.5

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

*Sales in thousands of dollars*

SIC Code	Business Group	1987	1992
	All Retail Trade		
	Number	971	1,097
	Sales	920,571	1,324,772
52	Building materials and garden supply stores		
	Number	28	36
	Sales	35,643	54,321
53	General merchandise stores		
	Number	32	25
	Sales	61,549	89,716
54	Food Stores		
	Number	135	114
	Sales	228,953	317,010
55 ex. 554	Automotive dealers		
	Number	33	35
	Sales	95,792	201,568
554	Gasoline service stations		
	Number	36	36
	Sales	55,569	71,455
56	Apparel and accessory stores		
	Number	183	214
	Sales	85,932	110,200
57	Furniture and homefurnishing stores		
	Number	51	63
	Sales	31,907	46,666
58	Eating and drinking places		
	Number	236	283
	Sales	168,686	231,255
59 ex. 591	Miscellaneous retail stores		
	Number	221	274
	Sales	108,851	130,258
591	Drug and proprietary stores		
	Number	16	17
	Sales	47,689	72,323

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

11.2.6

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

Merchandise Line	NUMBER OF ESTABLISHMENTS			SALES (\$1,000)		
	State Total	Oahu	Rest of State	State Total	Oahu	Rest of State
<b>TOTAL Retail Trade<sup>1</sup></b>	<b>7,807</b>	<b>5,181</b>	<b>2,626</b>	<b>11,250,217</b>	<b>8,341,630</b>	<b>2,908,587</b>
Groceries and other food items	1,604	1,089	515	1,769,219	1,213,871	555,348
Meals and snacks	2,949	2,032	917	1,651,956	1,241,426	410,530
Alcoholic drinks	1,315	967	348	238,291	172,826	65,465
Packaged alcoholic beverages	836	546	290	242,439	149,852	92,587
Cigars, cigarettes, and tobacco	1,121	717	404	144,649	96,932	47,717
Drugs, health aids, and beauty aids	916	562	354	697,542	522,870	174,672
Soaps, detergents, and cleaners	534	330	204	79,199	55,334	23,865
Paper and related products	502	298	204	59,266	41,697	17,569
Men's wear	1,013	557	456	353,900	267,214	86,686
Women's, juniors', & misses' wear	1,279	751	528	670,350	537,989	132,361
Children's wear	605	287	318	97,474	67,417	30,057
Footwear	707	403	304	188,674	149,304	39,370
Sewing, knitting, & needlework goods	136	95	41	27,953	21,921	6,032
Curtains, draperies, and dry goods	208	132	76	58,992	43,954	15,038
Major household appliances	171	112	59	95,421	66,948	28,473
Small electric appliances	268	164	104	50,823	40,734	10,089
Televisions, video equipment/tapes	205	128	77	99,642	83,638	16,004
Audio equipment, musical instruments	391	255	136	148,984	120,191	28,793
Furniture and sleep equipment	243	161	82	160,795	121,276	39,519
Floor coverings	130	80	50	55,160	38,953	16,207
Computer hardware, software, & supplies	120	78	42	63,612	55,374	8,238
Kitchenware and homefurnishings	767	461	306	163,099	133,711	29,388
Jewelry	1,104	725	379	458,618	382,081	76,537
Books	389	227	162	73,415	54,948	18,467
Photographic equipment and supplies	238	137	101	47,316	35,028	12,288
Toys, hobby goods, and games	529	312	217	80,045	63,632	16,413
Optical goods	189	128	61	37,402	33,780	3,622
Sporting goods	441	277	164	150,661	115,406	35,255
Hardware, tools, plumbing, & elect. suppl.	290	175	115	140,736	103,974	36,762
Lawn and garden equipment	379	234	145	116,711	92,629	24,082
Lumber, millwork, building materials	180	98	82	144,054	86,023	58,031
Paint & related preservatives & supplies	133	68	65	65,021	45,498	19,523
Cars, vans, trucks, powered vehicles	126	84	42	1,143,755	862,929	280,826
Automotive fuels	500	362	138	467,464	297,348	170,116
Automotive lubricants	428	249	179	16,410	12,324	4,086
Automotive tires, batteries, accessories	495	306	189	230,257	170,574	59,683
Household fuels	33	14	19	10,426	8,192	2,234
Pets, pet foods, and pet supplies	253	144	109	35,698	25,415	10,283
All other merchandise	1,458	887	571	494,942	394,287	100,655
Unclassified merchandise	818	535	283	104,109	81,661	22,448
Nonmerchandise receipts	1,300	820	480	314,843	231,850	82,993
Miscellaneous merchandise	X	X	X	894	619	275

<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, *1992 Economic Censuses CD-ROM Vol. 1, Release 1G, "1992 Census of Retail Trade: Merchandise Line Sales—U.S., States, MSAs."*

11.2.7

**COMMERCIAL LEASE RENTS,  
MAUI ISLAND**

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

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

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

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

11.3.1

**CHARACTERISTICS OF BUSINESS ESTABLISHMENTS  
BY SECTOR, MAUI COUNTY**

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

<b>Industry</b>	<b>Number of Establishments<sup>1</sup></b>	<b>Number of Employees<sup>2</sup></b>	<b>Annual Payroll (\$1,000)</b>
<b>Agricultural Service, Forest and Fisheries</b>	<b>47</b>	<b>250-499</b>	<b>D</b>
Agricultural services	46	250-499	D
Fishing, hunting, and trapping	1	0-19	D
<b>Mining</b>	<b>1</b>	<b>0-19</b>	<b>D</b>
Nonmetallic minerals, except fuels	1	0-19	D
<b>Construction</b>	<b>358</b>	<b>2,122</b>	<b>70,665</b>
General contractors and operative builders	134	500-999	D
Heavy construction, except building	18	100-249	D
Special trade contractors	205	1,060	38,163
Construction, administrative and auxiliary	1	250-499	D
<b>Manufacturing</b>	<b>108</b>	<b>1,844</b>	<b>55,959</b>
Food and kindred products	29	1,338	35,966
Apparel and other textile products	10	20-99	D
Lumber and wood products	9	20-99	D
Furniture and fixtures	2	0-19	D
Printing and publishing	23	212	7,823
Chemicals and allied products	4	0-19	D
Petroleum and coal products	1	0-19	D
Rubber and miscellaneous plastics products	1	0-19	D
Stone, clay, and glass products	8	105	4,900
Fabricated metal products	1	0-19	D
Industrial machinery and equipment	4	0-19	D
Transportation equipment	3	0-19	D
Miscellaneous manufacturing industries	10	27	791
Manufacturing, administrative and auxiliary	3	20-99	D
<b>Transportation and Other Public Utilities</b>	<b>211</b>	<b>3,417</b>	<b>96,664</b>
Local and interurban passenger transit	24	847	12,448
Trucking and warehousing	37	340	10,533
Water transportation	27	438	11,880
Transportation by air	22	676	19,414
Transportation services	69	250-499	D
Communication	22	393	15,301
Electric, gas, and sanitary services	10	250-499	D
<b>Wholesale Trade</b>	<b>198</b>	<b>1,611</b>	<b>48,228</b>
Wholesale trade - durable goods	84	500-999	D
Wholesale trade - nondurable goods	111	1,000	30,973
Wholesale, administrative and auxiliary	3	20-99	D
<b>Retail Trade</b>	<b>1,113</b>	<b>13,592</b>	<b>225,462</b>
Building materials and garden supplies	34	250	5,552
General merchandise stores	31	1,184	17,971
Food stores	127	1,968	35,263
Automotive dealers and service stations	75	988	26,271

### 11.3.1

CONTINUED

Industry	Number of Establishments <sup>1</sup>	Number of Employees <sup>2</sup>	Annual Payroll (\$1,000)
<b>Retail Trade (con't)</b>			
Apparel and accessory stores	193	1,234	16,990
Furniture and homefurnishings stores	56	322	7,018
Eating and drinking places	299	5,756	78,155
Miscellaneous retail	288	1,827	36,183
Retail, administrative and auxiliary	10	63	2,059
<b>Finance, Insurance and Real Estate</b>	<b>423</b>	<b>3,049</b>	<b>88,236</b>
Depository institutions	62	537	13,609
Nondepository institutions	24	141	5,641
Security and commodity brokers	7	20-99	D
Insurance carriers	9	20-99	D
Insurance agents, brokers, and service	19	81	2,089
Real estate	284	2,075	58,788
Holding and other investment offices	17	102	2,837
Finance, Ins. and RE, administrative and auxiliary	1	20-99	D
<b>Services</b>	<b>1,238</b>	<b>21,724</b>	<b>499,387</b>
Hotels and other lodging places	73	12,012	262,791
Personal services	87	496	7,666
Business services	171	1,224	22,983
Auto repair, services, and parking	77	723	15,755
Miscellaneous repair services	29	20-99	D
Motion pictures	23	288	3,502
Amusement and recreation services	144	1,367	26,089
Health services	227	2,767	95,585
Legal services	59	185	6,878
Educational services	28	314	6,389
Social services	78	952	16,330
Museums, botanical, zoological gardens	5	25	275
Membership organizations	95	610	11,196
Engineering and management services	131	643	20,505
Services, not elsewhere classified	9	0-19	D
Services, administrative and auxiliary	2	20-99	D
<b>Unclassified Establishments</b>	<b>11</b>	<b>26</b>	<b>396</b>
<b>TOTAL</b>	<b>3,708</b>	<b>47,650</b>	<b>1,091,083</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 1995-1996*, on CD-ROM.

### 11.3.2

## LARGEST PRIVATE CORPORATIONS, MAUI COUNTY

Company	State Rank		Sales (\$ million)		Employees
	1998	1997	1998	1997	
Maui Land & Pineapple Co., Inc.	41	43	143.7	136.5	2,030
TS Restaurants of Hawaii & California	107	109	60.8	58.0	1,400
Four Seasons Maui Resort at Wailea	108	121 <sup>1</sup>	60.0	53.0	600
Valley Isle Motors, Ltd.	114	118	56.8	54.4	120
The Ritz Carlton Kapalua	126	126	53.0	50.0	600
VIP Foodservice	127	129	53.0	48.0	142
Kea Lani Hotel	145	145	45.0	43.0	540
Maui Medical Group Inc.	225	NR	25.6	17.0	200
Maui Petroleum Inc.	231	197	24.5	27.5	15
Embassy Vacation Resort	232	229	24.0	23.0	360
Ooka Supermarket, Ltd.	234	218	24.0	24.5	105
Dorvin D. Leis Co. Inc.	245	247	22.2	21.0	140
Hale Makua	NR	NR	20.2	19.2	450
Maui Toyota	NR	NR	16.6	15.0	29

<sup>1</sup> In 1997, listed as SCP (Maui 5) Inc. DBA (doing business as) Four Seasons Resort, Wailea.  
NR: Not ranked.

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

### 11.3.3

## CHARACTERISTICS OF BUSINESS ESTABLISHMENTS, MAUI COUNTY

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

Characteristics	1995			1996		
	State Total	Maui	Statewide	State Total	Maui	Statewide
Number of establishments <sup>1</sup>	29,942	3,639	1	29,967	3,708	1
Number of employees <sup>2</sup>	423,822	46,141	0-19	424,116	47,650	20-49
Payroll—First quarter (\$1,000)	2,611,193	250,131	D	2,666,805	264,491	D
Payroll—Annual (\$1,000)	10,695,990	1,024,023	D	10,954,149	1,091,083	D

<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 1995-1996*, on CD-ROM.

### 11.3.4

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

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

Year	State Total	Maui County
1979	20,621	1,858
1980	21,125	1,864
1981	21,264	1,872
1982	21,655	1,988
1983 <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

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

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 1992-1997 Hawaii* (annual), table 1a.

11.3.5

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

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

## 11.3.5

CONTINUED

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

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

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

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

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

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

D: Withheld to avoid disclosing data for individual companies.

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

### 11.3.6

## SERVICE ESTABLISHMENTS BY TYPE AND LOCATION

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

Establishment Type					
Location	Number	Location	Number	Totals	
<b>Hotels and other lodging places (SIC 70—)</b>					
Hana	2				
Kahului	4	Makawao	2		
Kihei	40	Paia	2		
Lahaina	68	Wailuku	4	Maui Subtotal	122
Maunaloa	6			Total	128
<b>Personal services (SIC 72—)</b>					
Haiku	2	Lahaina	16		
Kahului	28	Makawao	18		
Kihei	36	Paia	4		
Kula	4	Wailuku	40	Maui Subtotal	148
Kaunakakai	2			Total	150
<b>Business services (SIC 73—)</b>					
Haiku	2	Lahaina	58		
Kahului	90	Makawao	14		
Kihei	70	Paia	2		
Kula	6	Wailuku	72	Maui Subtotal	314
Hoolehua	2	Kaunakakai	6	Total	322
<b>Auto repair, services, and parking (SIC 75—)</b>					
Haiku	2				
Hana	2	Kula	2		
Kahului	62	Lahaina	20		
Kihei	8	Wailuku	44	Maui Subtotal	140
Hoolehua	4	Kaunakakai	2	Total	146
<b>Miscellaneous repair services (SIC 76—)</b>					
Haiku	2				
Kahului	14	Lahaina	8		
Kihei	4	Makawao	4		
Kula	2	Wailuku	22	Maui Subtotal	56
Kaunakakai	4			Total	60
<b>Motion pictures (SIC 78—)</b>					
Haiku	4				
Kahului	16	Makawao	4		
Kihei	14	Paia	2		
Lahaina	10	Wailuku	2	Total	52
<b>Amusement and recreation services (SIC 79—)</b>					
Haiku	4	Lahaina	80		
Kahului	40	Makawao	10		
Kihei	70	Paia	12		
Kula	6	Wailuku	24	Maui Subtotal	246
Hoolehua	2	Maunaloa	2	Total	250
<b>Health Services (SIC 80—)</b>					
Haiku	6				
Hana	6	Lahaina	36		
Kahului	132	Makawao	34		
Kihei	44	Paia	2		
Kula	4	Wailuku	162	Maui Subtotal	426
Kaunakakai	14	Kualapuu	2		
Lanai City	6			Total	448

### 11.3.6

CONTINUED

Establishment Type				Totals	
Location	Number	Location	Number		
<b>Legal services (SIC 81—)</b>					
Kahului	12	Makawao	6		
Kihei	6	Paia	4		
Lahaina	2	Wailuku	82	Maui Subtotal	112
Kaunakakai	2	Lanai City	2	Total	116
<b>Educational services (SIC 82—)</b>					
Haiku	2				
Hana	2	Lahaina	4		
Kahului	6	Makawao	8		
Kihei	2	Paia	2		
Kula	2	Wailuku	14	Total	42
<b>Social services (SIC 83—)</b>					
Haiku	4				
Hana	2	Lahaina	14		
Kahului	26	Makawao	12		
Kihei	16	Paia	4		
Kula	2	Wailuku	52	Maui Subtotal	132
Hoolehua	2	Kaunakakai	20		
Lanai City	4			Total	158
<b>Museums, botanical, zoological gardens (SIC 84—)</b>					
Haiku	2	Kula	2		
Hana	4	Lahaina	2		
Kahului	2	Wailuku	4	Total	16
<b>Membership organizations (SIC 86—)</b>					
Haiku	4				
Hana	2	Lahaina	40		
Kahului	38	Makawao	12		
Kihei	24	Paia	8		
Kula	4	Wailuku	42	Maui Subtotal	174
Hoolehua	2	Kualapuu	2		
Kaunakakai	12	Lanai City	4	Total	194
<b>Engineering and management services (SIC 87—)</b>					
Haiku	6	Kula	2		
Hana	4	Lahaina	16		
Kahului	44	Makawao	22		
Kihei	48	Wailuku	92	Maui Subtotal	234
Kaunakakai	4	Kualapuu	2	Total	240
<b>Services, not elsewhere classified (SIC 89—)</b>					
Haiku	2	Lahaina	2		
Kahului	2	Makawao	2		
Kihei	2	Paia	4	Total	14
				<b>Grand Total</b>	<b>2,336</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 1995*, on CD-ROM.

