



OFFERING MEMORANDUM

Surf Club
65 Hana Hwy
Paia, HI 96779



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INVESTMENT SUMMARY



The Surf Club

is a beachfront restaurant and events venue that boasts 100 feet of frontage along Hana Highway, ensuring exceptional visibility and exposure in the heart of Paia Town. Property highlights include an expansive beachfront lawn with 145 feet of prime beach frontage and direct beach access, a fully equipped restaurant and commercial kitchen, a retail building, and an accessory airstream kitchen with 2,000 feet of approved patio seating. Amenities include gated parking for 15 vehicles, and two restrooms.

Coupled with the adjoining 49 Hana Highway beachfront wedding ceremony site, this restaurant and events space presents an unparalleled opportunity to establish a premier dining and wedding events destination.



Property Type:	Restaurant, Retail, Events		
Offering Price:	\$9,000,000	Leasehold:	29 year Remaining
Building Size:	2,530 SF	Price Per Building/SF:	\$3,557.31
Lot Size:	26,353 SF	Price Per Land/SF:	\$341.51
		Zoning Type:	B-CT (Business-Country Town)

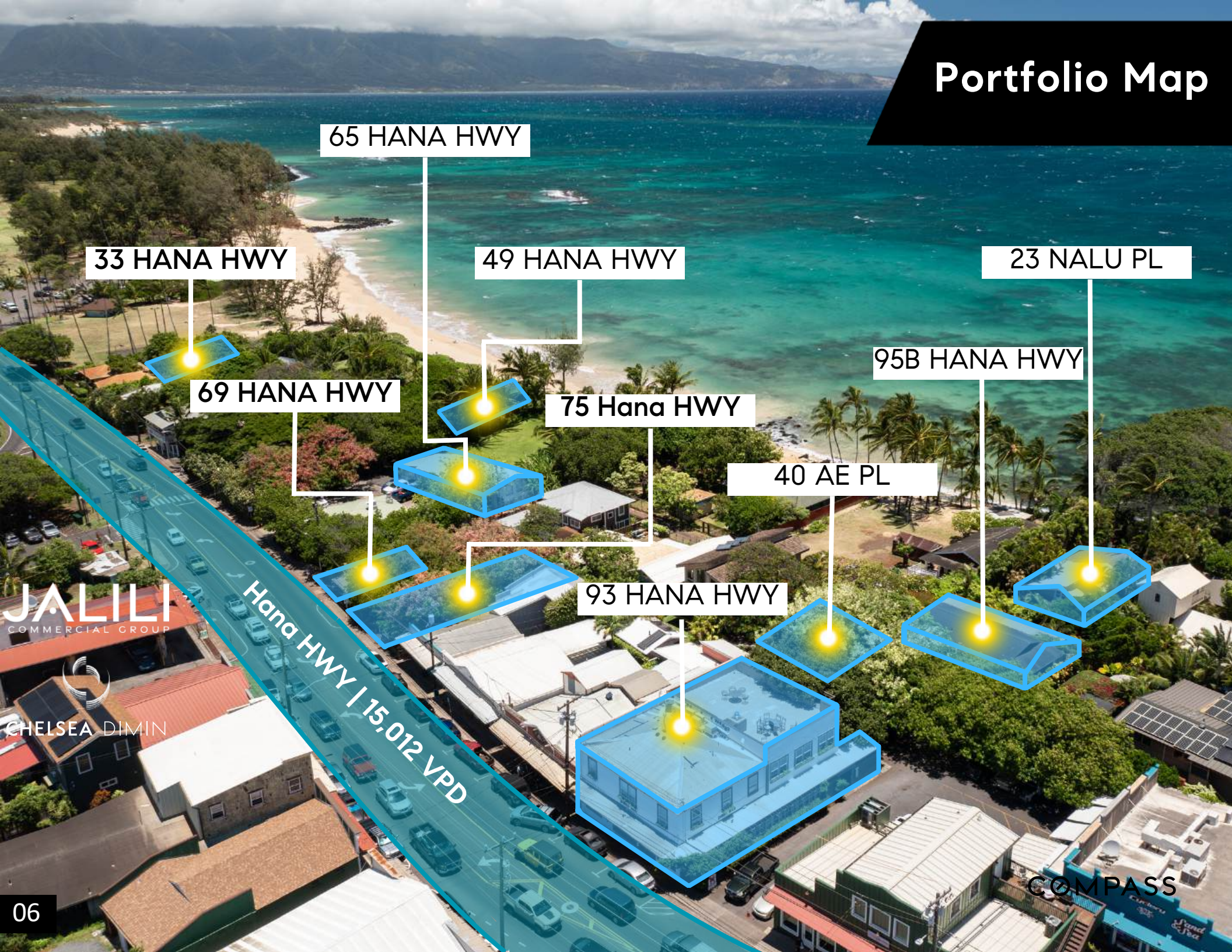
SITE PLAN



65 Hana Hwy



Portfolio Map



65 HANA HWY

33 HANA HWY

49 HANA HWY

23 NALU PL

69 HANA HWY

75 HANA HWY

95B HANA HWY

40 AE PL

93 HANA HWY

Hana Hwy | 15,012 VPD

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PROPERTY OVERVIEW

Property Highlights

- Expansive beachfront lawn with 145 feet of beach frontage Suitable for an upscale oceanfront restaurant, beach club, wellness retreat, drive-through establishment and other entertainment ventures
- Front Restaurant Building: 364 SF commercial kitchen with a 500 gallon grease trap + 390 SF of covered restaurant dining area + two restrooms.
- Retail / Events Building: 1,776 SF building for flexible indoor retail/events space that can be subdivided into four storefronts or combined into one large area, each with four separate entrances.
- Accessory Airstream kitchen located on the beachfront lawn.
- 2,000 SF Patio Seating: Approved for outdoor dining or events.
- On-Site Parking: Gated on-site parking for 12 vehicles. Additional parking available in the county parking lot across the street.
- Zoned Business-Country Town (B-CT) and Residential-3 for versatile commercial use such as restaurant, events, and retail.
- Proven Financial Performance: Recent revenue history. Customizable financing options available.

Strategic Location: 145 feet of pristine beach frontage along a white sandy beach with gated beach access. 100 feet of high-visibility exposure along the iconic Road to Hana, which sees 1,950 vehicles passing daily. Centrally located in the heart of Paia Town on Maui's North Shore, 10 minutes east of Kahului International Airport. Surrounded by local shops, restaurants and sandy beaches.

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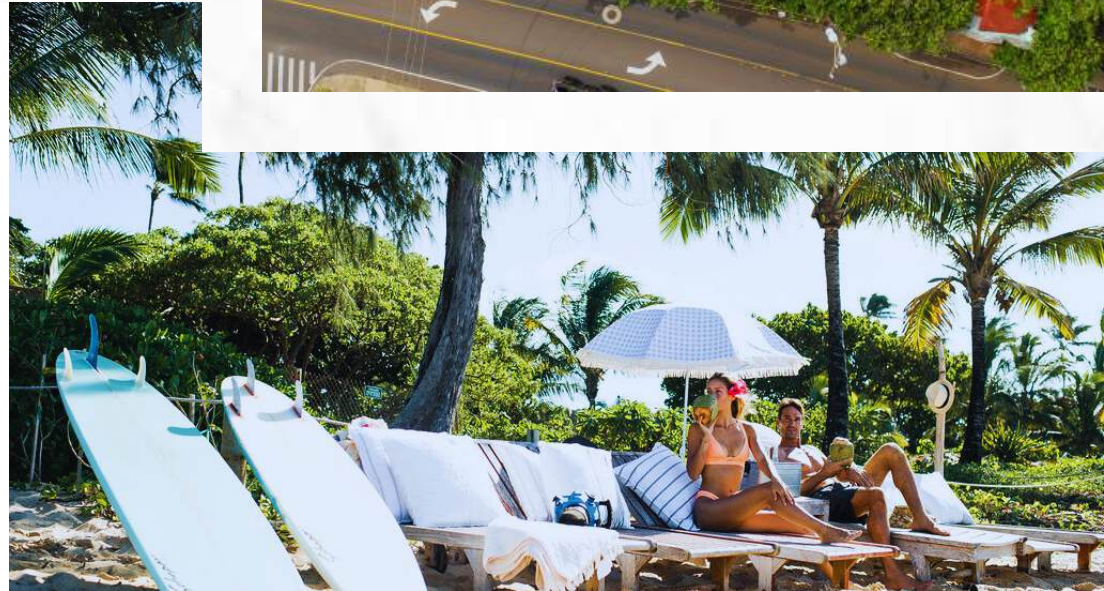
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[PHOTO GALLERY](#)

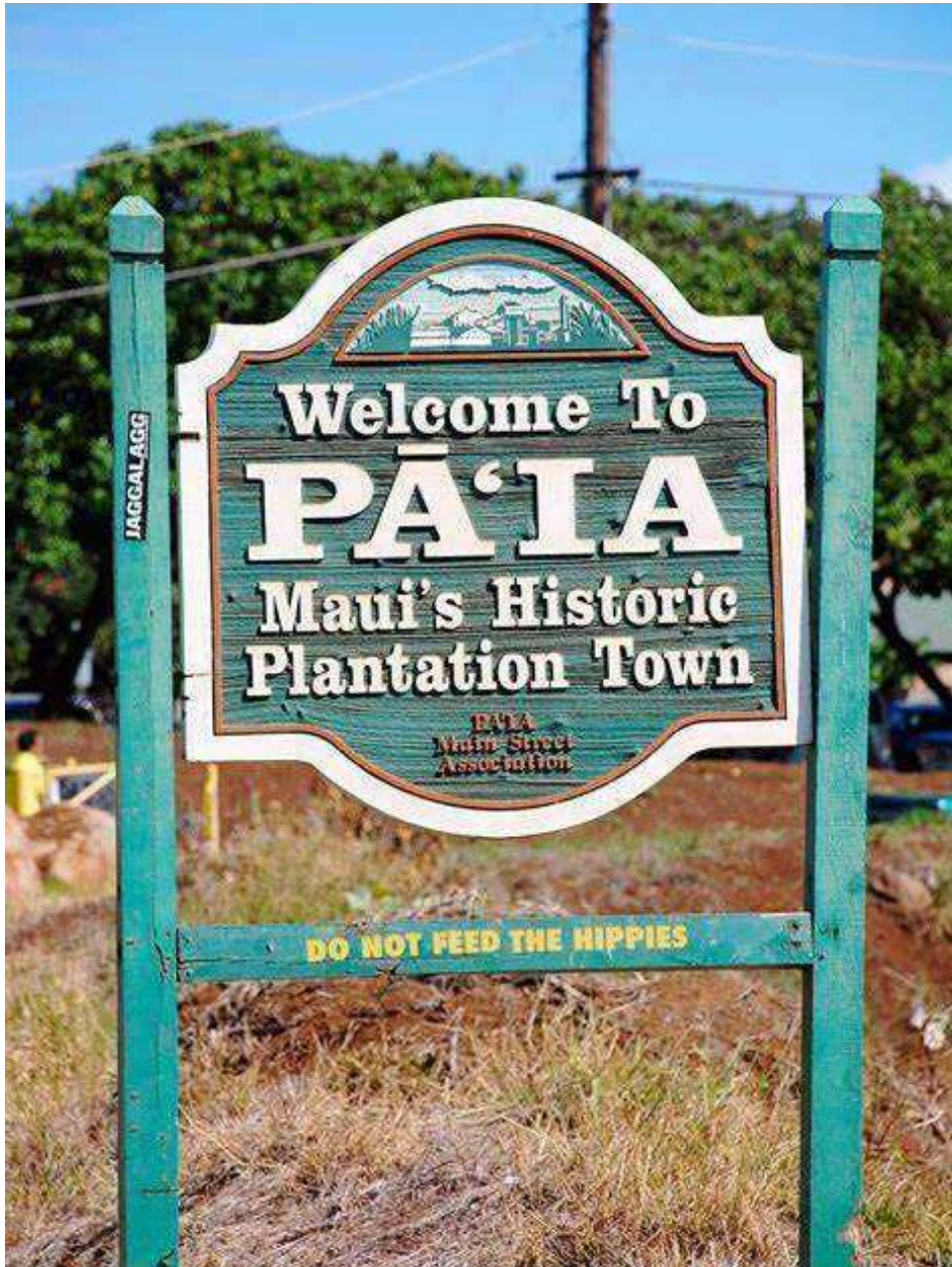
[SURF CLUB WEBSITE](#)

[PROPERTY WEBSITE](#)

[SURF CLUB INSTAGRAM](#)

LOCATION INFORMATION





Paia's population is diverse, reflecting Hawaii's multi-ethnic heritage. Approximately 60% of Paia's residents identify as Asian or Pacific Islander, with a significant portion of Native Hawaiian ancestry, while the remaining population is a mix of Caucasian and Hispanic communities. This blend of cultures contributes to the town's unique atmosphere and welcoming environment. Paia's residents are known for their relaxed, eco-conscious lifestyle, often attracting individuals who are passionate about sustainability, surfing, and local arts.

Paia has become one of Maui's top tourist destinations, drawing in travelers interested in exploring Hawaii beyond the usual beach resorts. Its location along the Hana Highway, one of the world's most scenic coastal routes, positions Paia as a gateway for travelers heading to the lush rainforest, waterfalls, and coastline views along this famous road. Known as the "windsurfing capital of the world," Paia's proximity to Ho'okipa Beach Park attracts windsurfers, kitesurfers, and surfers from around the globe. Ho'okipa's strong, consistent winds and large waves create ideal conditions for experienced athletes, who often draw onlookers excited to see the thrilling action.

One of Paia's most notable landmarks is Baldwin Beach Park, a golden sand beach popular with families and swimmers. With gentle waves on one end and a quieter cove on the other, Baldwin Beach offers a relaxed atmosphere ideal for sunbathing, beachcombing, and picnicking. Paia Bay Beach is another favorite, known for its bohemian vibe and as a launching point for those exploring Maui's north shore. Beyond beaches, Paia's town center is a cultural landmark in itself. A stroll through its streets reveals colorful storefronts, with murals and art galleries featuring works by local artists. The town's boutique shops and farmers' markets showcase artisanal crafts, local produce, and eco-friendly goods, making it a shopper's paradise for unique, handmade Hawaiian items.

For those interested in commercial real estate, Paia's tourism-driven economy offers tremendous potential. The area's constant flow of visitors sustains a robust market for retail, hospitality, and dining establishments. Additionally, with Maui's efforts to promote sustainable tourism and cultural authenticity, Paia stands out as a model community that balances development with preserving its natural and cultural heritage. In Paia, investors find not only a welcoming community but a chance to participate in an economy grounded in eco-tourism, sustainability, and aloha spirit, making it an exceptional location for hospitality properties catering to discerning travelers.

“The best beach town in the U.S. for 2024” - **TRAVEL+LEISURE**

Paia, Maui offers a unique blend of laid-back island charm and vibrant cultural experiences. Nestled on Maui's north shore, Paia is known for its eclectic atmosphere, artistic community, and stunning sandy beaches. Residents enjoy a relaxed beach lifestyle surrounded by lush tropical landscapes and views of the crystal-clear waters of the Pacific Ocean. The town boasts a variety of boutiques, specialty shops, local eateries, and a thriving arts scene. Paia's close proximity to the world-renowned Ho'okipa Beach Park, known as the windsurfing capital of the world, and its prime location along the scenic Road to Hana make it an ideal destination for outdoor enthusiasts and nature lovers. With its welcoming community and picturesque surroundings, Paia offers a desirable and fulfilling environment on the beautiful island of Maui.

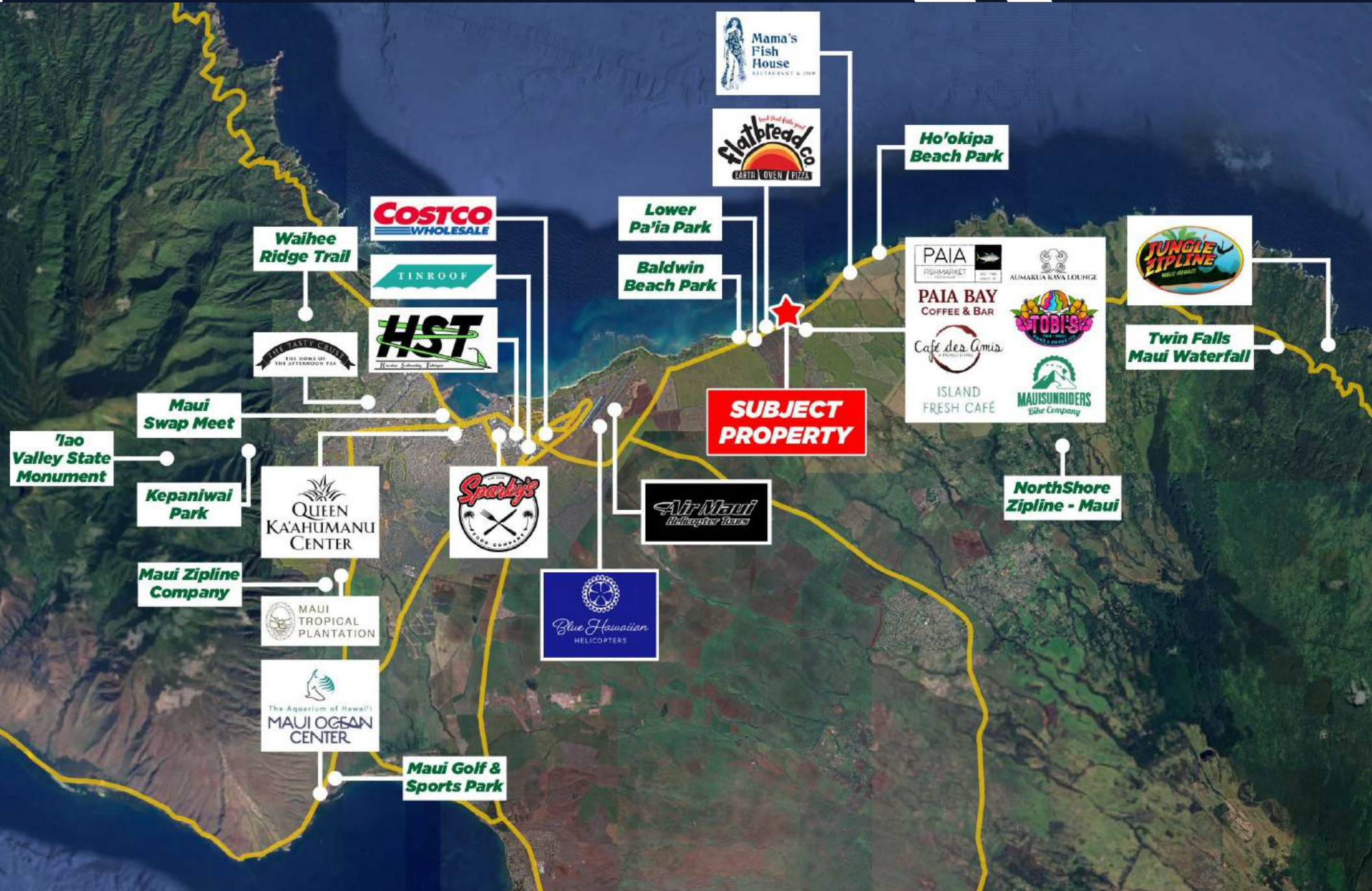


MAUI

Maui, known as “The Valley Isle,” is the second largest Hawaiian island. The island beloved for its world-famous beaches, the sacred Īao Valley, views of migrating humpback whales, farm-to-table cuisine and the magnificent sunrise and sunset from Haleakalā. It’s not surprising Maui has been voted “Best Island in the U.S.” by Condé Nast Traveler readers for more than 20 years.

Maui is the second-most-visited island in Hawaii with around 2.7 to 2.9 million visitors each year. Tourism greatly affects the character of Maui and it boasts a very wide assortment of resorts, hotels, condos, and private rentals available across the island.





SUBJECT PROPERTY



STRONG TOURISM RECOVERY IN HAWAII: VISITOR NUMBERS AND SPENDING SURGE IN SEPTEMBER 2024

On October 31, 2024, Hawaii’s Department of Business, Economic Development, and Tourism (DBEDT) reported a robust recovery in the state’s tourism sector. In September 2024, visitor arrivals reached 96.1% of the levels seen in September 2019, marking one of the strongest months since the Maui wildfires. A total of 707,486 visitors arrived, representing a 7.8% increase over September 2023, with visitor spending rising to \$1.45 billion—up 4.6% from the previous year.

The U.S. market led this growth, accounting for 519,987 visitors, an 18.4% increase compared to September 2019. Spending by U.S. West visitors was particularly high, with daily per-person spending up by 27.5% over 2019 levels. The cruise industry also experienced notable growth, welcoming 18,655 visitors on out-of-state cruise ships—a 129.1% increase from September 2023.

Though the average stay shortened slightly to 8.23 days, the rise in visitor numbers and spending signals a positive outlook. DBEDT Director James Kunane Tokioka highlighted the critical role of the U.S. market in Hawaii’s tourism rebound and expressed optimism for further growth in international markets, bolstered by favorable exchange rates.

Consumer Spending

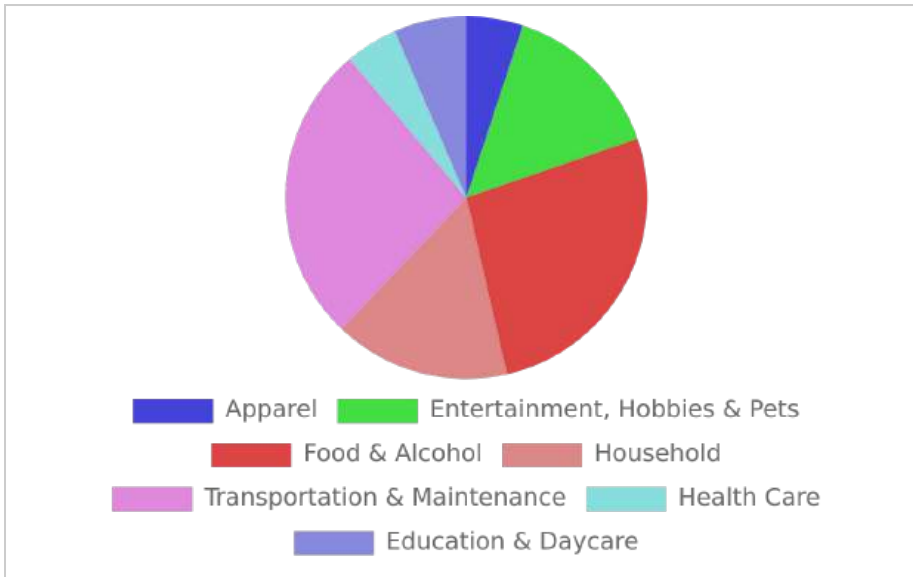
Count Year 2024

Categories	Per 5 Mile Households	% Total
Apparel	\$4,410,992	5.07%
Entertainment, Hobbies & Pets	\$12,770,028	14.67%
Food & Alcohol	\$23,210,927	26.66%
Household	\$13,695,576	15.73%
Transportation & Maintenance	\$23,247,231	26.70%
Health Care	\$4,084,523	4.69%
Education & Daycare	\$5,632,922	6.47%
	\$87,052,199	100.00%

Traffic

Count Year 2022

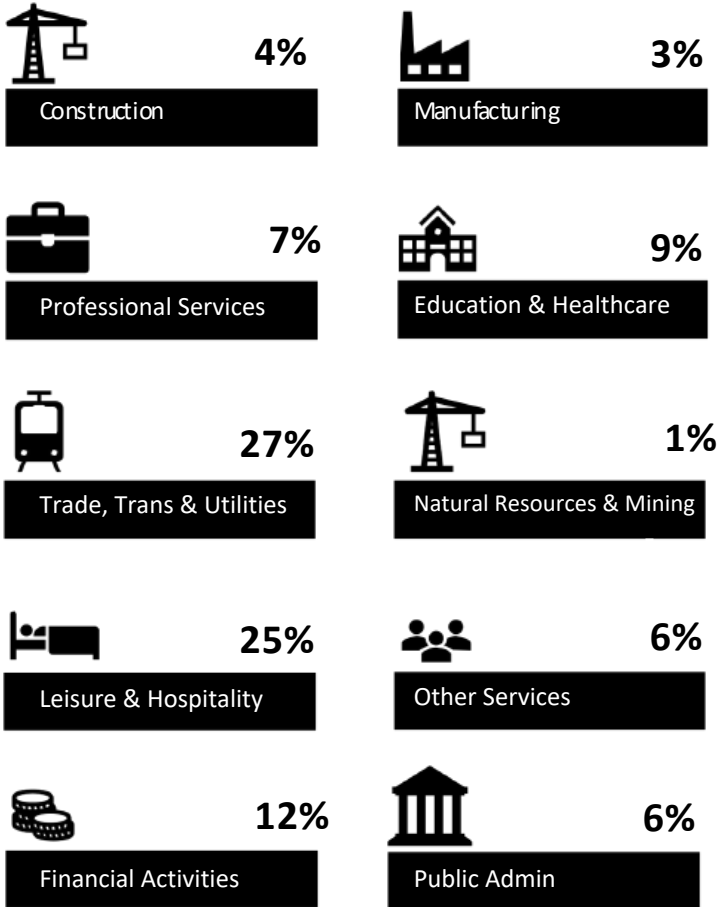
Collection Street	Cross Street	Traffic Volume	Miles from Property
Hana Highway Hana	Kulani Pl NE	15,012	0.05 mi
Hwy Hana Highway	Luna Ln NE	11,689	0.07 mi
Baldwin Ave Hana	Puna Rd SW	11,689	0.11 mi
Hwy Hana Hwy	Akoni Pl NW	3,765	0.12 mi
Hana Highway	Kulani Pl NE	13,066	0.75 mi
	Ulupua St W	16,089	1.22 mi
	Cane Pl NW	19,733	1.85 mi



Daytime Employment Demographics

Radius	1 Mile			3 Mile			5 Mile		
	Employees	Businesses	Employees Per Business	Employees	Businesses	Employees Per Business	Employees	Businesses	Employees Per Business
Service-Producing Industries	1,054	183	6	1,513	216	7	3,940	486	8
Trade Transportation & Utilities	351	56	6	360	59	6	1,131	115	10
Information	0	0	-	2	1	2	9	5	2
Financial Activities	98	19	5	102	20	5	523	62	8
Professional & Business Services	102	21	5	121	27	4	307	70	4
Education & Health Services	76	27	3	169	32	5	377	81	5
Leisure & Hospitality	252	24	11	488	31	16	1,096	79	14
Other Services	154	34	5	186	43	4	256	63	4
Public Administration	21	2	11	85	3	28	241	11	22
Goods-Producing Industries	49	13	4	61	17	4	339	55	6
Natural Resources & Mining	0	0	-	0	0	-	30	5	6
Construction	14	6	2	22	9	2	175	27	6
Manufacturing	35	7	5	39	8	5	134	23	6
Total	1,103	196	6	1,574	233	7	4,279	541	8

SHARE OF EMPLOYMENT

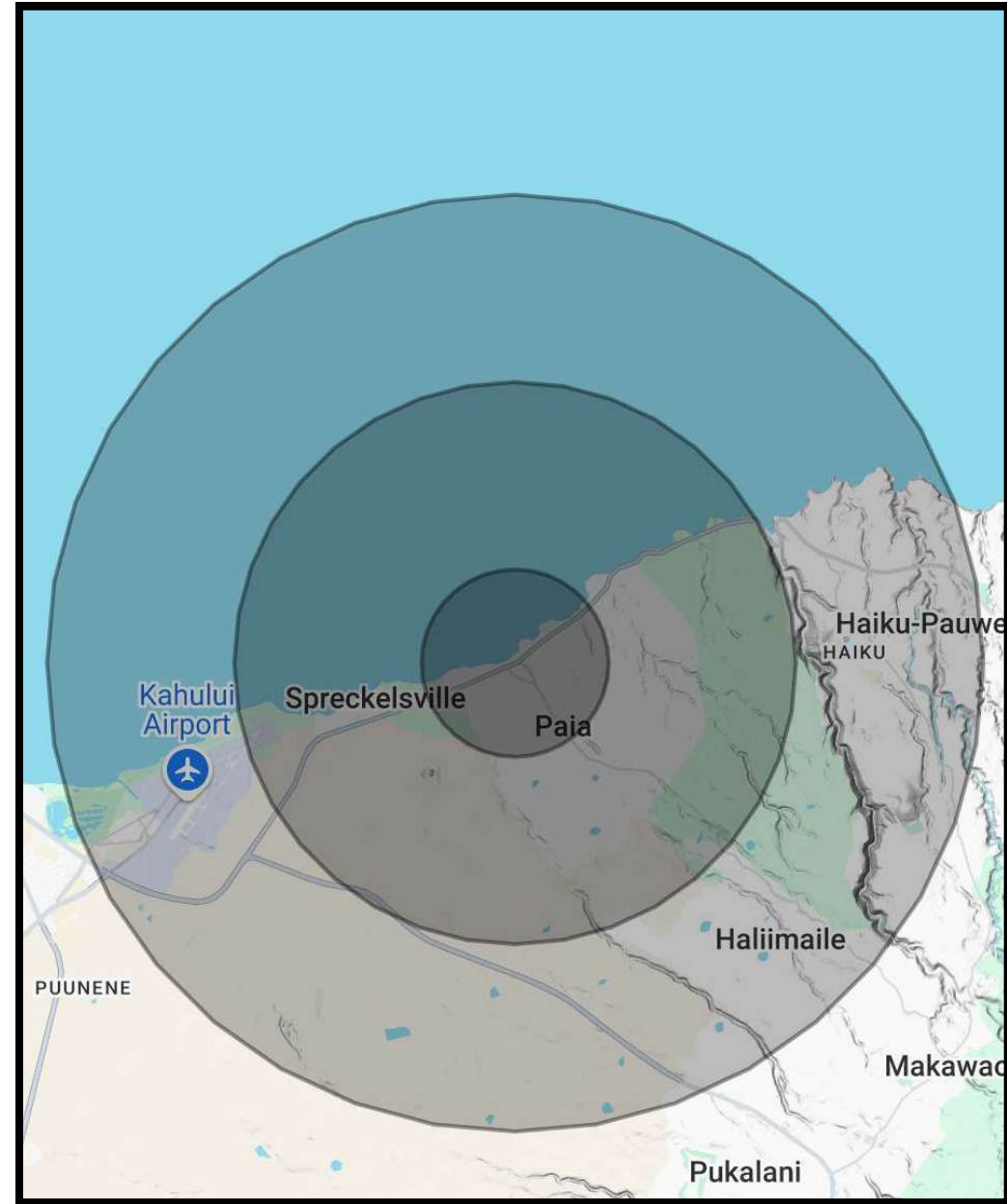




DEMOGRAPHICS

Population	1 Mile	3 Miles	5 Miles
Total Population	942	2,472	7,032
Median Age	41.1	40.9	41.2
Bachelor's Degree or Higher	29%	28%	26%

Households & Income	1 Mile	3 Miles	5 Miles
Total Households	329	830	2,352
Renter Occupied	135 2.7	378 2.8	989 2.8
HH # of Persons per	2	2	2
HH # of Vehicles per			
HH Average	\$117,741	\$113,980	\$105,460
HH Income Median	\$96,249	\$91,071	\$83,626
HH Income Median House Value	\$799,586	\$809,160	\$787,137



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