

REQUEST FOR BOARD ACTION

HENDERSON COUNTY BOARD OF COMMISSIONERS

MEETING DATE: August 21, 2019

SUBJECT: Renaming of the Asheville Metropolitan Statistical Area

PRESENTER: Brittany Brady, Partnership for Economic Development

ATTACHMENTS: No

SUMMARY OF REQUEST:

Henderson County Partnership for Economic Development, the City of Hendersonville and Henderson County would like to establish itself as a “principal city” in the Asheville MSA. Doing so would substantially increase the visibility of both the City of Hendersonville and Henderson County, and enhance the competitiveness for future economic development and further promote tourism activity in Henderson County.

Criteria for identifying principal cities is established by the US Office of Management and Budget. The most recent criteria, established in the Federal Register, Standards for Delineating Metropolitan and Micropolitan Statistical Areas Vol. 75 No. 123; June 28, 2010 in Section 5. Identification of Principal Cities Criteria, provides scenarios in which a city or place can qualify.

The 2010 Standards for Delineating Metropolitan and Micropolitan Statistical Areas, note that that the time is appropriate to petition the US Office of Management & Budget (OMB) to consider Hendersonville’s request to attain principal city designation, as the US Census Bureau prepares to conduct the 2020 Census.

BOARD ACTION REQUESTED:

The Board is requested to hear the presentation, and direct Staff accordingly if necessary.

SUGGESTED MOTION:

No motion needed, for information purposes only.