



June 4, 2026

**FISCAL AND POLICY NOTE**

**TO:** Planning, Housing, Economic Development (PHED) Committee  
**THRU:** Rana Hightower *RH*  
PHED Committee Director  
**FROM:** David Noto *DN*  
Legislative Budget and Policy Analyst  
**RE:** Policy Analysis and Fiscal Impact Statement  
**CR-040-2026** (Proposed DR-2) Agritourism

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**CR-040-2026 (Proposed DR-2)** (Proposed by: Council Members Dernoga & Blegay)

Planning, Housing, and Economic Development Committee (PHED)

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**A RESOLUTION CONCERNING PRINCE GEORGE'S COUNTY AGRITOURISM AND WINERY PROMOTION PILOT PROGRAM**, for the purpose of establishing the Prince George's County Agritourism and Winery Promotion Pilot Program in partnership with the Maryland Wineries Association and Destination Prince George's and allocating fifty thousand dollars (\$50,000) to fund signage, marketing, and promotional efforts to support wineries and other agribusinesses in Prince George's County, Maryland.

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**Fiscal Summary**

**Direct Impact**

*Expenditures:* Allocates \$50,000 from the County's General Fund.

*Revenue:* No anticipated revenue impact.

**Indirect Impact**

Website: <https://pgccouncil.us> | Wayne K. Curry Administration Bldg.  
Office: (301) 952-3431 | 1301 McCormick Drive, 3rd Floor  
FAX: (301) 780-2097 | Largo, Maryland 20774

Potentially favorable.

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### **Legislative Summary:**

CR-040-2026<sup>1</sup> was introduced on May 12, 2026, by Council Members Dernoga and Blegay, and cosponsored by Council Members Hunter, Adams, Oriadha, Olson, Harrison, Ivey, Adams-Stafford, and Fisher, and was referred to the Planning, Housing and Economic Development (PHED) Committee. This resolution would establish the Prince George's County Agritourism and Winery Promotion Pilot Program and allocate fifty thousand dollars (\$50,000) from the County's General Fund to support signage, marketing, and promotional efforts for wineries and agritourism businesses in Prince George's County. The resolution's sponsors have provided proposed Draft 2 for consideration.

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### **Current Law/Background**

Prince George's County has a long-standing and vibrant agricultural sector that includes farms, vineyards, and agritourism operations. Agritourism activity in the County dates to at least the 1970s, with County farms offering a wide variety of experiences that are now considered elements of agritourism, including pumpkin patches, corn mazes, and pick-your-own operations. In Maryland, the wine business is still fairly new, with the first Maryland-based winery, Boordy Vineyards, opening in 1945.<sup>2</sup> Maryland's wine industry includes 80 wine producers generating an estimated \$4.28 billion in revenue in 2025 and over \$69 million in tourism-related economic activity statewide.<sup>3</sup> The industry also paid nearly \$358.90 million in state and local taxes, and \$136.88 million in excise and sales taxes in 2025<sup>4</sup>. Today, there are over 1,000 acres of grapes for wine growing in Maryland.<sup>5</sup> The wine industry in the state is currently facing significant pressure from adverse weather conditions, with a late April cold snap causing millions of dollars of damage to vines.<sup>6</sup> Seven (7) wineries currently operate within Prince George's County, according to the Maryland Wineries Association.<sup>7</sup>

Several historic tourism and heritage corridors are located within Prince George's County, including the Star-Spangled Banner National Historic Trail and Byway<sup>8</sup> and the Anacostia Trails Heritage Area.<sup>9</sup> Prince George's County also operates within the framework of the Sustainable Growth and Agricultural Preservation Act, passed by the General Assembly in 2012, which established growth tiers and rural preservation policies intended to protect agricultural,

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<sup>1</sup> [CR-040-2026](#)

<sup>2</sup> [Boordy Vineyards | VisitMaryland.org](#)

<sup>3</sup> [Maryland Wine Industry - WineAmerica Economic Impact Study](#)

<sup>4</sup> Ibid

<sup>5</sup> [History - Maryland Wineries Association](#)

<sup>6</sup> [Maryland wineries could face \\$2.4 million loss after grape crops wiped out by April freeze - CBS Baltimore](#)

<sup>7</sup> [My Page Archive - Maryland Wineries Association](#)

<sup>8</sup> [Star-Spangled Banner National Historic Trail \(U.S. National Park Service\)](#)

<sup>9</sup> [Anacostia Trails Heritage Area \(U.S. National Park Service\)](#)

conservation, and rural lands throughout Maryland.<sup>10</sup> Under this framework, portions of Prince George’s County are designated as Tier IV rural preservation areas intended for agricultural preservation, resource conservation, and protection of natural lands.<sup>11</sup>

*State Law:*

Maryland’s broader agricultural policy framework has increasingly recognized the role of value-added agriculture and agritourism in supporting the long-term sustainability of farming operations. A 2025 Maryland Department of Agriculture guidance document identified agritourism, value-added processing, and direct-to-consumer agricultural experiences as growing sectors within Maryland’s agricultural economy, while also recognizing ongoing regulatory, zoning, and marketing challenges affecting these industries.<sup>12</sup> The report further noted that smaller farm operations and changing agricultural patterns across the State have increased interest in agritourism and value-added enterprises as supplemental sources of economic activity.<sup>13</sup> Also in 2025, Governor Moore enacted Executive Order 01.01.2025.18, which established the Governor’s Intergovernmental Commission for Agriculture to increase the profitability of the state’s agricultural sector by ensuring coordination among state agencies, local governments, and industry groups.<sup>14</sup>

*Relevant legislation from other local jurisdictions:*

*Montgomery County*

Comparable efforts have been implemented in neighboring Montgomery County through the “Tastemakers Trail,” a coordinated agritourism and craft beverage initiative that promotes wineries, breweries, distilleries, and related tourism experiences throughout the County.<sup>15</sup> The initiative integrates marketing, guided tours, digital promotion, and partnerships with local producers as part of a broader tourism and economic development strategy.<sup>16</sup>

*Frederick County*

Agritourism and winery promotion initiatives have also been implemented in Frederick County through the Frederick Wine Trail, a coordinated tourism initiative that promotes wineries, vineyards, and related agricultural destinations throughout the region.<sup>17</sup> Established in 2007 as Maryland’s first wine trail, the initiative integrates tourism marketing, local agriculture, and heritage tourism as part of the County’s broader economic development strategy.<sup>18</sup>

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<sup>10</sup>[Sustainable Growth & Preservation Act of 2012 SB-236](#)

<sup>11</sup> Ibid

<sup>12</sup> [MD Statewide Agritourism](#)

<sup>13</sup> Ibid

<sup>14</sup> [01.01.2025.18 | Library of Maryland Regulations](#)

<sup>15</sup> [Tastemakers Trail](#)

<sup>16</sup> [Pour & Explore Tours](#)

<sup>17</sup> [Frederick Wine Trail](#)

<sup>18</sup> Ibid

### **Resource Personnel:**

- Josh Hamlin, Legislative Attorney
- Michelle Garcia, Chief of Staff, Council District 1

### **Discussion/Policy Analysis**

#### *Provisions*

The resolution seeks to establish a coordinated agritourism and winery promotion strategy through a one-year pilot program administered by Destination Prince George's. The proposed program would potentially support directional signage, coordinated marketing efforts, event promotion, and partnerships intended to increase public awareness of wineries and agritourism destinations in Prince George's County.

The proposal frames wineries and agritourism destinations as contributors to economic activity, tourism, and local identity. An October 2025 statewide analysis by the Maryland Department of Agriculture has identified agritourism and value-added agriculture as emerging sectors that may support farm sustainability, tourism activity, and local economic development, particularly as smaller agricultural operations seek diversified revenue sources.<sup>19</sup> The report also identified challenges related to inconsistent zoning definitions, signage, land use interpretation, and public-facing agricultural activities across local jurisdictions.<sup>20</sup> The proposed pilot program could potentially address some of these concerns through coordinated marketing, signage, and tourism promotion efforts focused on existing agricultural enterprises within the County. The resolution also identifies barriers related to visibility, signage, and awareness, suggesting that targeted promotional investments could potentially increase visitation and participation in agritourism-related activities.

The pilot program would rely on partnerships between Destination Prince George's, the Maryland Wineries Association, and the Agricultural Resources Advisory Committee to coordinate implementation and outreach efforts. The resolution further directs Destination Prince George's to explore external grant and funding opportunities that could supplement County appropriations.

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### **Fiscal Impact:**

- *Direct Impact*

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<sup>19</sup> [Maryland's VALUE-ADDED AGRICULTURE and agritourism](#)

<sup>20</sup> Ibid

Adoption of CR-040-2026 would allocate \$50,000 from the County's General Fund for signage, marketing, and promotional activities related to the Agritourism and Winery Promotion Pilot Program.

- *Indirect Impact*

Adoption of CR-040-2026 could have a positive indirect impact on the County by potentially increasing tourism and associated consumer spending with local wineries, farms, restaurants, hotels, and related businesses. Increased activity may potentially generate additional economic benefits for local operators, surrounding communities, and the State of Maryland.

- *Appropriated in the Current Fiscal Year Budget*

No.

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**Items for Committee Consideration:**

The Council may wish to consider the following questions:

- How will marketing and signage efforts be sustained over the long term once the pilot period concludes?
- To what extent could the pilot increase tourism activity and economic participation among wineries and agribusinesses throughout the County, and how can this be measured?

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**Effective Date of Proposed Legislation:**

This Resolution goes into effect on the date of its adoption.

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If you require additional information, or have questions about this fiscal impact statement, please reach me via phone or email.