



Prince George's County Council

Agenda Item Summary

Meeting Date: 5/26/2026

Effective Date:

Reference No.: CR-040-2026

Chapter Number:

Draft No.: 1

Public Hearing Date:

Proposer(s): Dernoga and Blegay

Sponsor(s): Dernoga and Blegay

Item Title: 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 Experience 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.

Drafter: Josh Hamlin, Legislative Attorney

Resource Personnel: Michelle Garcia, Chief of Staff, Council District 1

LEGISLATIVE HISTORY:

Date:	Acting Body:	Action:	Sent To:
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AFFECTED CODE SECTIONS:

BACKGROUND INFORMATION/FISCAL IMPACT:

This resolution will establish a pilot program in partnership with Experience Prince George's and the Maryland Wineries Association to promote County wineries and other County agribusinesses. The pilot program will allocate fifty thousand dollars (\$50,000) to be used for signage, digital and print marketing, promotional events, and other support for County agribusinesses during the twelve month pilot program. Experience Prince George's will administer the program, and provide to the County Council a progress report not less than six months after the program commences, and a final report not less than 90 days after the program concludes.

Document(s): R2026040