

From: [GomezRojas, Natalia](#)
To: [Aheart, Charlotte D.](#)
Subject: FW: Legislative Reference CR-039-2026 and CR-040-2026
Date: Tuesday, May 26, 2026 4:13:24 PM
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Good afternoon Charlotte,

See below the comments from the Planning Department for CR-39-2026 and CR-40-2026.

1. Narrow Program Scope (**CR-40**)

- The pilot is largely organized around wineries and the Maryland Wineries Association, a small piece of the County's agricultural community. This isn't consistent with how other counties' agritourism sectors have grown to include not just wineries and breweries but also a diverse range of on-farm experiences, such as pumpkin patches, retreats, festivals, scheduled activities, and other related items defined in our ordinance.
- Black farmers, small produce growers, CSA operators, orchards, and specialty crop farmers face the same barriers but are treated as secondary.
- Recommend restructuring so wineries are one component within a broader agritourism framework (e.g., add a Heritage Harvest Trail or Farm-to-Table Corridor alongside the Legacy Wine Trail).

2. No MWBE Requirements (**Both**)

- Neither resolution requires MWBE participation, disadvantaged farmer outreach, or equity criteria for fund allocation.
- Recommend adding language requiring Experience Prince George's to prioritize MWBE-certified agribusinesses

3. Regulatory Barriers Are Named But Not Addressed (**Both**)

- Both resolutions identify the SHA signage requirement as a burden and that manufacturing/retail/wholesale classifications don't fit integrated farm winery operations, but don't offer a solution or any agency to fix this.
- Recommend adding in CR-39 for the collaborative partnership to inventory zoning and regulatory barriers and report recommendations to the Council and Planning Board, and in CR-40 direct Experience Prince George's to include regulatory barrier findings in its final report, with zoning amendment recommendations.
- Other feedback is for them to include a definition of Agritourism, include DPIE and Planning representatives and include that future economic development funding 2037 be tied to further promoting agritourism in the county and incorporated into economic development strategy to give it fair footing against other industries and staffing and resources.

4. Federal Funding Language Is Too Passive (**CR-40**)

- With the current climate around federal funding (proposed USDA cuts, reduced SNAP/WIC

benefits), "Explore opportunities" is very passive.

- Recommend changing to "shall actively pursue and report on" federal, state, and other funding opportunities.

5. No Community Engagement (**CR-40**)

- Program seems to be driven primarily by winery owners and the Maryland Wineries Association.
- Recommend requiring at least one stakeholder engagement session with diverse agribusiness operators (including but not limited to small and beginning farmers, MWBE producers, and community food organizations) before the signage plan and marketing strategy are finalized.

6. Planning Not Named as a Partner (**CR-39**)

- The Planning Department is responsible for land use, zoning, and planning (also a priority of our Food Systems Program), but is not named as a partner.
- Recommend Planning as a named partner.

7. No Success Metrics (**CR-40**)

- The reporting does not specify what success looks like.
- Recommend adding metrics like: number of agribusinesses participating, visitors, signage installed, economic activity generated, MWBE participation rate, and funds secured per County.

Please contact me if you have any questions. Thank you,

Natalia Gomez Rojas

Planner IV | Planning Director's Office

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From: Aheart, Charlotte D. <CDAheart@co.pg.md.us>

Sent: Wednesday, May 13, 2026 9:40 AM

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Subject: Legislative Reference CR-039-2026 and CR-040-2026

[EXTERNAL EMAIL] Exercise caution when opening attachments, clicking links, or responding.

The legislation indicated above is now before the Prince George's County Council. Please have appropriate staff review and comment.

Attached you will find the legislative referral for CR-039-2026 and CR-040-2026

Comments for the above legislation are due by close of business on May 26, 2026.

PLEASE SUBMIT YOUR COMMENTS TO ME AT cdaheart@co.pg.md.us

To review Legislation, right click Hyperlink below and choose “open hyperlink”.

[CR-039-2026](#)

A
RESOLUTION
CONCERNING
A RURAL
PROMOTION
FOR AGRI-
TOURISM for
the purpose of
creating a plan
for the
collaboration of
various State,
regional and
local entities
with the goal of
promoting agri-
tourism in
identified areas
within the Prince
George's
County.

[CR-040-2026](#)

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.

Charlotte Aheart

Committee Assistant
Planning, Housing & Economic Development Committee
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**PRINCE GEORGE'S COUNTY
COUNCIL**

Council/Legislative information:
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