

COUNTY COUNCIL OF PRINCE GEORGE'S COUNTY, MARYLAND
2026 Legislative Session

Resolution No. CR-040-2026
Proposed by Council Members Dernoga and Blegay
Introduced by Council Members Dernoga, Blegay, Oriadha, Hunter, Olson, Harrison,
Adams-Stafford, Ivey and Fisher
Co-Sponsors _____
Date of Introduction May 12, 2026

RESOLUTION

1 A RESOLUTION concerning

2 Prince George's County Agritourism and Winery Promotion Pilot Program

3 For the purpose of establishing the Prince George's County Agritourism and Winery Promotion
4 Pilot Program in partnership with the Maryland Wineries Association and Experience

5 DESTINATION Prince George's, and allocating Fifty Thousand Dollars (\$50,000) to fund
6 signage, marketing, and promotional efforts to support wineries and other agribusinesses in
7 Prince George's County, Maryland.

8 WHEREAS, Prince George's County has a rich agricultural heritage spanning more than
9 100 years and remains home to active farming operations, vineyards, and agritourism enterprises
10 that contribute to the economic vitality and cultural identity of the County; and

11 WHEREAS, there are currently six (6) wineries operating within Prince George's County,
12 including estate wineries, farm wineries, and emerging ventures, several of which have won
13 national and international competitions for the quality of their products; and

14 WHEREAS, one of those wineries is the first vineyard in the United States owned by an
15 African immigrant and the largest Black-owned winery in the State of Maryland, representing
16 the diversity and entrepreneurial spirit of the County; and

17 WHEREAS, the Maryland wine industry comprises eighty (80) wine producers generating
18 approximately \$4.24 billion in revenue and \$69 million in tourism-related economic activity
19 statewide, and Prince George's County wineries contribute to and stand to benefit from this
20 growing industry; and

21 WHEREAS, agritourism has been practiced in Prince George's County since at least the

1 1970s, with Robin Hill Farm and Vineyards among the first operations in the County to offer
2 agritourism experiences, demonstrating the long-standing viability of this economic model; and

3 WHEREAS, Prince George’s County wineries serve not merely as retail establishments but
4 as community gathering places, event venues, and tourism destinations that attract visitors to the
5 County and support adjacent local businesses; and

6 WHEREAS, winery owners and representatives of the Maryland Wineries Association have
7 communicated to the County Council that a significant barrier to the growth and sustainability of
8 local wineries is the lack of adequate signage, marketing, and public awareness, with many
9 residents and visitors unaware that these wineries exist; and

10 WHEREAS, the State Highway Administration has exhausted funding for directional
11 highway signage, and the existing requirements for such signage – including that businesses be
12 open seven days a week and offer tours – pose an undue burden on small agricultural producers;
13 and

14 WHEREAS, local wineries and agribusinesses face compounding regulatory and financial
15 challenges related to manufacturing, retailing, and wholesaling classifications that do not reflect
16 the integrated nature of farm winery operations; and

17 WHEREAS, neighboring Montgomery County has successfully launched the “Tastemakers
18 Trail,” a coordinated marketing initiative targeting craft alcohol producers, providing a model for
19 how county-level investment in agritourism promotion can drive economic development; and

20 WHEREAS, Prince George’s County is situated along the Star-Spangled Banner National
21 Historic Trail and Byway, the Anacostia Trails Heritage Area, and other heritage tourism
22 corridors, offering significant opportunities to integrate winery and agritourism promotion into
23 existing tourism infrastructure; and

24 WHEREAS, **Experience DESTINATION** Prince George’s highlights local wineries but
25 these efforts could be leveraged more effectively with dedicated funding for signage, marketing
26 materials, and promotional campaigns; and

27 WHEREAS, the Legacy Wine Trail concept, developed in partnership with the Office of
28 Tourism and the Maryland Wineries Association, presents a framework for a coordinated
29 marketing effort that would benefit all wineries and agritourism operations in the County; and

30 WHEREAS, March is designated as Maryland Wine Month, providing an annual
31 opportunity to promote local wine producers and attract visitors to Prince George’s County

1 wineries and related agritourism destinations; and

2 WHEREAS, a targeted investment of Fifty Thousand Dollars (\$50,000) in an Agritourism
3 and Winery Promotion Pilot Program could significantly improve public awareness, increase
4 visitation, and generate economic returns for the County’s agricultural sector and tourism
5 industry.

6 NOW, THEREFORE, BE IT RESOLVED by the County Council of Prince George’s
7 County, Maryland, that the Prince George’s County Agritourism and Winery Promotion Pilot
8 Program shall be established with a total allocation of Fifty Thousand Dollars (\$50,000) from the
9 County’s General Fund; and

10 BE IT FURTHER RESOLVED that the funds allocated to the Pilot Program shall be
11 utilized for the following purposes:

- 12 (a) Design, fabrication, and installation of directional and promotional signage along
13 major roadways and heritage tourism corridors to guide visitors to County wineries and
14 agritourism destinations;
- 15 (b) Development and distribution of print and digital marketing materials, including
16 maps, brochures, and social media campaigns promoting the Legacy Wine Trail and
17 other agritourism experiences in the County;
- 18 (c) Coordination of promotional events and partnerships during Maryland Wine Month
19 in March and at other times throughout the year to increase public awareness and
20 visitation; and
- 21 (d) Support for additional agribusinesses in the County, including but not limited to
22 farms, orchards, and other agricultural tourism operations, to participate in coordinated
23 marketing and signage efforts; and

24 BE IT FURTHER RESOLVED that Experience DESTINATION Prince George’s shall
25 administer the Pilot Program and serve as the lead agency for implementation; and

26 BE IT FURTHER RESOLVED that Experience DESTINATION Prince George’s shall
27 partner with the Maryland Wineries Association and the Prince George’s County Agricultural
28 Resources Advisory Committee to develop the signage plan, marketing strategy, and
29 promotional calendar for the Pilot Program; and

30 BE IT FURTHER RESOLVED that the Experience DESTINATION Prince George’s shall
31 explore opportunities to leverage federal funding through the United States Department of

1 Agriculture, agricultural innovation grants, and other philanthropic or governmental sources to
2 supplement the County’s investment in the Pilot Program; and

3 BE IT FURTHER RESOLVED that Experience DESTINATION Prince George’s shall
4 seek to incentivize local hospitality establishments, including restaurants and hotels, to feature
5 and promote locally produced wines and agritourism destinations; and

6 BE IT FURTHER RESOLVED that the Pilot Program shall have a duration of twelve (12)
7 months from the date of initial funding disbursement; and

8 BE IT FURTHER RESOLVED that Experience DESTINATION Prince George’s shall
9 provide to the Prince George’s County Council a written progress report no later than six (6)
10 months after the commencement of the Pilot Program and a final report with findings, outcomes,
11 and recommendations no later than ninety (90) days after the conclusion of the Pilot Program.

Adopted this ____ day of _____, 2026.

COUNTY COUNCIL OF PRINCE
GEORGE'S COUNTY, MARYLAND

BY: _____
Krystal Oriadha
Chair

ATTEST:

Donna J. Brown
Clerk of the Council