



Aisha N. Braveboy  
County Executive

# PRINCE GEORGE'S COUNTY GOVERNMENT

## OFFICE OF THE COUNTY EXECUTIVE

May 7, 2026

The Honorable Krystal Oriadha, Chair  
Prince George's County Council  
Wayne K. Curry Administration Building  
1301 McCormick Drive  
Largo, Maryland 20774

Dear Chair Oriadha,

Enclosed for the County Council's consideration is a Bill repealing and reenacting County Code Sections 10-219, 12-118 and 12-222. The Bill will amend the Finance and Taxation Code to reassign the payment of revenue from the Hotel and Motel tax from Experience Prince George's to a new entity named Destination Prince George's.

Redirection of County funds from Experience Prince George's to a new Destination Marketing Organization ("DMO") is prudent because modern DMOs act as "stewards of a brand" that improve the quality of life for residents by attracting investment in amenities and infrastructure that locals enjoy. A new organization can develop a "unique selling proposition" to differentiate the Prince George's County from competitors, moving away from stale campaigns that may no longer resonate with modern travelers.

The Council's favorable consideration of this legislation is requested. If you have any questions, please contact my office or Tracy M. Benjamim, Deputy Chief Administrative Officer for Economic Development, at (301) 848-0047.

Sincerely,

  
Aisha N. Braveboy  
County Executive