

**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 Destination Prince  
5 George’s, and allocating Fifty Thousand Dollars (\$50,000) to fund signage, marketing, and  
6 promotional efforts to support wineries and other agribusinesses in Prince George’s County,  
7 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 is currently a growing number of wineries operating within Prince  
12 George’s County, including estate wineries, farm wineries, and emerging ventures, several of  
13 which have won 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, Destination Prince George’s highlights local wineries but these efforts could  
25 be leveraged more effectively with dedicated funding for signage, marketing materials, and  
26 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 Destination Prince George’s shall administer the Pilot  
25 Program and serve as the lead agency for implementation; and

26 BE IT FURTHER RESOLVED that Destination Prince George’s 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 Destination Prince George’s Prince George’s shall  
31 actively pursue and report on federal, state, and other funding opportunities, such as the United

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

3 BE IT FURTHER RESOLVED that Destination Prince George’s shall seek to incentivize  
4 local hospitality establishments, including restaurants and hotels, to feature and promote locally  
5 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 Destination Prince George’s shall provide to the Prince  
9 George’s County Council a written progress report no later than six (6) months after the  
10 commencement of the Pilot Program and a final report, including input from collaborative  
11 partnerships established pursuant to CR-039-2026, with findings, outcomes, and  
12 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