



61 VINEYARD

Writing in Favor of HB1032

My Name is Pam Giganti, and I am Co-Owner with my husband Mark, of 61 Vineyard in Damascus , MD. We have resided here for over 30 years. We have worked on this venture for over 10 years in the Upper Montgomery County Agricultural Reserve, opening the doors to our tasting room in October of 2021. We are close to Route 27 and Route 70. These highways are well traveled and hundreds of thousands of cars drive by daily on these roads, most of these travelers do not even know how close they are to our vineyard (and many others) Signage would help with this.

We are also neighbors with Loudon County Virginia, home to over 50 wineries, where so many Marylanders travel to visit them. So often folks will come in and say they just happened to find us they live 5 minutes or 10 minutes away. Wouldn't it be nice to have neighbors know we are in the neighborhood, and those traveling to wineries not to drive by us to reach Virginia Wineries! Signage would help with this.

You all know Signage Works! If not why would so many signs pop up before elections? Because Signage Works!

We need your help to let people know that they are in a great wine growing region, right here in Maryland. It is time that the State of Maryland recognizes what is happening, I mean truly world class wines are being grown and produced right here and right now in our State.

We live in a time when traditional methods ie: print media is non-existent or too expensive for small operators to afford. We used to have our local gazette but it has been gone for years now. Social Media is great but not everyone uses it. Google helps but only when someone types in Find a Winery Near Me. The one proven way to let people know is Signage. We are generating 9% tax on all our wine sales, our increased sales will mean your increased revenue as well. This is a small and simple thing for a small business like ours and so many others and it would make a world of difference.

Thank you for allowing me to be part of this hearing and do please stop by if you find yourself in our area, we would love to show you around the Vineyard.

Pam Giganti, 61 Vineyard, Damascus, MD