

2024 SESSION

ENROLLED

HOUSE JOINT RESOLUTION NO. 183

Commending DC's Wine Country® .

Agreed to by the House of Delegates, February 26, 2024
Agreed to by the Senate, February 29, 2024

WHEREAS, the wine industry in Loudoun County, called DC's Wine Country® by Visit Loudoun, has achieved accolades at the state, national, and international levels and attracted visitors from around the world to sample its delightful offerings for 40 years; and

WHEREAS, Loudoun County leads the Commonwealth in visitor spending, topping just over \$4 billion in 2022 according to Virginia Tourism; and

WHEREAS, in 1984, Willowcroft Farm Vineyards barreled Loudoun County's first commercial wine; and

WHEREAS, with more than 50 licensed wineries and more than 25 varietals grown, Loudoun County is now Virginia's top-producing wine region, yielding nearly 2,300 tons of grapes annually and keeping nearly 5,000 acres in agricultural use; and

WHEREAS, Loudoun County's award-winning vineyards are the county's number one visitor activity, followed by shopping, dining, historic sites, breweries, and scenic outdoor activities; and

WHEREAS, Visit Loudoun branded Loudoun County as DC's Wine Country, and the moniker has been recognized locally, nationally, and internationally; and

WHEREAS, DC's Wine Country has been lauded as "one of the top East Coast destinations for wine" by *Travel and Leisure*, and the *Atlanta Journal-Constitution* wrote of DC's Wine Country: "Marked by rolling hills, acres of lush vineyards and storybook small towns, Loudoun is a wine-drinking traveler's dream"; and

WHEREAS, the *Toronto Star* also noted the scenic vistas around the family-owned vineyards in DC's Wine Country and encouraged its readers to "Get a taste of the East Coast Napa Valley," while *Decanter Magazine* declared DC's Wine Country as "the most exciting corner of Virginia and among the most intriguing in US Wine"; and

WHEREAS, DC's Wine Country has been invaluable for Loudoun County's tourism and agricultural economy and has enhanced the overall quality of life for local residents; and

WHEREAS, the first Loudoun County vintage barreled in 1984 sparked an industry that led to DC's Wine Country becoming the preferred East Coast destination for lovers of artisanal, epicurean, and culturally rich experiences; now, therefore, be it

RESOLVED by the House of Delegates, the Senate concurring, That the General Assembly hereby commend DC's Wine Country® on the occasion of the 40th anniversary of the birth of Loudoun County's wine industry; and, be it

RESOLVED FURTHER, That the Clerk of the House of Delegates prepare a copy of this resolution for presentation to Visit Loudoun as an expression of the General Assembly's admiration for the DC's Wine Country® brand and appreciation for the many contributions to the local and state economy made by the wine industry in Loudoun County.

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