

2026 SESSION

INTRODUCED

26103362D

1 **HOUSE BILL NO. 1249**

2 Offered January 14, 2026

3 Prefiled January 14, 2026

4 A BILL to amend the Code of Virginia by adding a section numbered 2.2-2240.7, relating to Virginia
5 Economic Development Partnership Authority; Creative Economy Task Force established; strategic plan;
6 report; sunset.

7 Patron—Glass

8 Committee Referral Pending

9 **Be it enacted by the General Assembly of Virginia:**

10 **1. That the Code of Virginia is amended by adding a section numbered 2.2-2240.7 as follows:**

11 **§ 2.2-2240.7. Creative Economy Task Force; strategic plan; report; sunset.**

12 A. For purposes of this section, "creative economy" means industries that have their origin in individual
13 creativity, skill, and talent and that have a potential for wealth and job creation through the generation and
14 exploitation of intellectual property, including production of audio, video, or visual content; literary or
15 performing arts; production of film, music, software, or video games; production of physical goods, including
16 instruments, art, crafts, furniture, robotics, and taxidermy; and television or radio.

17 B. There is established within the Authority the Creative Economy Task Force (the Task Force) for the
18 purpose of developing a strategic plan to improve the creative economy in the Commonwealth.

19 C. The Task Force shall consist of eight members as follows:

20 1. The President and Chief Executive Officer of the Authority, who shall serve as chair of the Task Force;

21 2. One representative from the financial services industry with experience in small business financing and
22 federal Small Business Administration programs to be appointed by the Authority;

23 3. One representative from a private firm with experience in financial modeling and the creative arts to be
24 appointed by the Authority; and

25 4. Five representatives from the arts and creative industries in the Commonwealth to be appointed by the
26 Authority, of whom (i) one shall be a representative of the film, television, or video production industry; (ii)
27 one shall be a representative of the recorded music or audio production industry; (iii) one shall be a
28 representative of the animation or video game development industry; (iv) one shall be a representative of the
29 live performance industry, including the theater, music, or dance industries; and (v) one shall be a
30 representative of the visual arts industry, including the painting, photography, or graphic design industries.

31 D. The Task Force shall collect and analyze data on the state of the creative economy in the
32 Commonwealth and develop a phased strategic plan to enhance the creative sector's contributions to
33 economic growth, talent retention, social equity, and exportable content creation. Such strategic plan shall:

34 1. Identify and synthesize existing studies on the creative economy, including tax, demographic,
35 legislative, and employment analyses;

36 2. Compare best practices and policy models from other jurisdictions with successful creative economy
37 initiatives, including the states of Georgia and New Mexico and the provinces of British Columbia and
38 Ontario;

39 3. Conduct stakeholder interviews to determine optimal frameworks for creative economy growth in the
40 Commonwealth;

41 4. Evaluate private sector banking models and propose a public-private financial framework to
42 incentivize investment in creative projects;

43 5. Review existing state and local tax incentives and recommend modifications to better support creative
44 enterprises;

45 6. Assess the role of localities in fostering creative economy ecosystems and recommend collaborative
46 frameworks tailored to the needs of specific counties and cities; and

47 7. Prioritize historically marginalized communities and ensure inclusive representation and impact in
48 plan implementation.

49 E. The Task Force shall submit a report of its findings and recommendations to the Governor and the
50 Chairs of the House Committee on Appropriations and the Senate Committee on Finance and Appropriations
51 by November 1, 2027.

52 F. The Authority shall provide staff support to the Task Force. Members of the Task Force shall serve
53 without compensation but may receive reimbursement for expenses as provided in § 2.2-2825.

54 G. The provisions of this section shall expire on January 1, 2028.

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