

HOUSE BILL NO. 1249  
AMENDMENT IN THE NATURE OF A SUBSTITUTE  
(Proposed by the House Committee on Appropriations  
on \_\_\_\_\_)  
(Patron Prior to Substitute—Delegate Glass)

*A BILL to amend the Code of Virginia by adding a section numbered 2.2-2355.1, relating to Virginia Innovation Partnership Authority; Creative Economy Task Force established; strategic plan; report; sunset.*

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

**1. That the Code of Virginia is amended by adding a section numbered 2.2-2355.1 as follows:**

**§ 2.2-2355.1. Creative Economy Task Force; strategic plan; report; sunset.**

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

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

*C. The Task Force shall consist of nine members as follows:*

*1. The President and Chief Executive Officer of the Authority, who shall serve as chair of the Task Force;*  
*2. One representative from the financial services industry with experience in small business financing and federal Small Business Administration programs to be appointed by the Authority;*

*3. One representative from the Virginia Economic Development Partnership Authority;*

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

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

*D. The Task Force shall collect and analyze data on the state of the creative economy in the*

*Commonwealth and develop a phased strategic plan to enhance the creative sector's contributions to economic growth, talent retention, social equity, and exportable content creation. Such strategic plan shall:*

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

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

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

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

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

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

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

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

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

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