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***CreativeStudy platform donated to Springboard for the Arts,
expanding online learning opportunities for
creative professionals***

St. Paul, MN (April 9, 2025)— CreativeStudy has chosen Springboard for the Arts to lead the next chapter of the popular online learning platform that connects artists, freelancers, educators, and creative professionals to tailored business and career development skills.

[CreativeStudy](#) helps artists and creative professionals access education, relevant resources, and explore sustainability at all stages of their careers, and Springboard is proud to add this resource to their existing library to create a larger support system for artists everywhere to thrive.

“Springboard is so grateful to CreativeStudy co-founders Heather Bhandari and Dexter Wimberly for their leadership, creativity, and expertise in developing CreativeStudy, which has served over 6,500 creatives since its inception in 2021. We are thrilled to build on their legacy of artist support and education,” said Laura Zabel, executive director of Springboard for the Arts.

The CreativeStudy platform is home to a broad range of content, including instructional videos on topics from financial health and wellness, to legal and business issues by experts and scholars such as Amy Whitaker, Renata Marinaro, Pamela Capalad, and Dyalekt.

“Access to business and financial knowledge is an incredibly important part of career success for artists and creatives. I’m very happy that CreativeStudy will continue to grow

and be a valued resource through Springboard for the Arts. It's a perfect fit!" Dexter Wimberly, CreativeStudy Co-Founder.

"I couldn't be more proud of CreativeStudy. It began as a conference, morphed into an online resource, and now it's finding a home with Springboard for the Arts. Their sustained advocacy for artists in both rural and urban communities aligns with our mission to empower artists everywhere. We couldn't be happier that CreativeStudy found such an expansive and loving home." Heather Bhandari, CreativeStudy Co-Founder.

Springboard will begin managing CreativeStudy in April 2025 and will continue to build content and partnerships to ensure CreativeStudy remains a dynamic and relevant resource.

About Springboard for the Arts

Founded in 1991, Springboard for the Arts is an economic and community development organization for artists and by artists. Based in St. Paul and Fergus Falls, MN, Springboard's mission is to support artists with the tools to make a living and a life, and to build just and equitable communities full of meaning, joy, and connection. Our vision is of a world where artists are essential; local economies are vibrant and just; and the systems that surround us are human-centered. Springboard's work has been featured in the New York Times, Wall Street Journal, Stanford Social Innovation Review and The Guardian and directly impacts over 22,000 artists each year in our home state of Minnesota. Through national tools and training Springboard's programs have been replicated in over 100 communities across the U.S. and internationally. Learn more about our work at: www.springboardforthearts.org.

About CreativeStudy

CreativeStudy is a resource designed to help you navigate the business that's crucial to successful creative careers. Our speakers explain the ecosystem of funding, finance, law, and more in a way that's approachable, non-judgmental, and applicable to creatives and freelancers who often find themselves torn between producing their work and managing the business side of their careers. Learn more at <https://creativestudy.com>

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