

The last time I walked into Goodfortune Market as a journalist, Becca Goossen had barely been open a month. The shelves were mostly bare, some of the refrigerator units still needed to be set up, and there was only one other staff member. Despite the young space that surrounded her, Goossen was determined to build her store into a place of community and good food.

A year later, Goossen is well within her rights to boast—even though Becca, as one of the most humble people I’ve met, probably never will. Goodfortune Market has becoming a booming spot on Waters Avenue, pulling in people from every corner of the community. Neighbors stop by daily to stock up on groceries, local vendors host pop-ups in the store on a regular basis, and there’s been plenty of collaborative events with other local businesses.

Even during our conversation, the store was in full swing behind us. Goodfortune officially celebrated its one-year anniversary on August 1st and 2nd, and while I was there, both [New School Coffee](#) and [Greg’s Famous Hot Sauce](#) were handing out samples.

In honor of the celebration, I asked Goossen for some of her personal favorite memories from the last year, and in true Goodfortune-fashion, her stories included people from all over the community.

The Neighborhood Friends

During the freak snowstorm back in January, Goodfortune Market was the only store open on that side of town, and it didn’t take long for the “winter wanderers” to notice.

“A line wrapped completely around my store,” Goossen said. “People were waiting 45 minutes to order. They were waiting a half an hour to get their orders.”

Unsurprisingly, they sold out of nearly everything. At the end of the night, one last man knocked on their locked door begging for help. He’d been out of town and came home to an empty kitchen, and was desperate for some sort of food. Goossen let him in and sold him “the last couple of things” she had. Now, he’s a regular face at Goodfortune.

And all of that was just day one. If you remember, the snow road closures lasted about three days. You’d think the store would have had to stay closed after selling out with no way to restock.

Nope.

“Our baker lives in my neighborhood,” Goossen said. “She stayed up all night and baked.” Denise of Denise’s Desserts was one of Goossen’s first partners at Goodfortune through a connection at a previous job. Working with a smaller, home-baker over one of the bigger

bakeries that have corned the Savannah market gave Goodfortune an immediate uniqueness. Thanks to Denise, Goossen had hot, fresh muffins and other goods during a snowstorm that left most people stranded.

“It was our local vendors who live within a mile or two of us that were able to come through when nobody else did,” Goossen said. “That is what the local scene is all about.”

The College Kids

Goossen had the opportunity a few months ago to work with a graduate-level Brand Management class from SCAD to reshape and refine the Goodfortune identity.

Goossen spent three to four hours every Monday in a workshop-style class, speaking with the students about her brand, her story, and her goals. “For me,” she said. “It was basically like a free education for diving deeper into what I wanted out of my business.”

That didn’t mean it was easy, though. Goossen had to be more vulnerable than she ever had. “I told them things about my business and about myself that I didn’t tell anybody else, and they gave me feedback that was sometimes difficult to hear, but it came from such a good place—it was what I needed.”

“The truth is,” she continued. “I thought I could just open up this business and be a good person, and that would be enough. But it’s not. You need marketing. You need strategy. You need to be able to tell people who you are and what you’re doing.”

Thanks to the students’ suggestions, Goossen added things like new signage, art, and professional graphics around the store and now hands out “thousands and thousands” of stickers. She said the feedback she got and suggestions she put in place were immediately helpful to Goodfortune.

“Every time I left those classrooms,” she said. “I learned something new about myself, because I was being challenged in those moments to think harder, to dive a little deeper, to just be more vulnerable.”

The Local Businesses

Goodfortune Market has had its fair share of collaboration events with other small businesses as well, with one of the more recent involving three other local companies. “[Wellness on Waters](#),” as Goossen jokingly referred to it, included [As You Are Yoga](#), the [Perc Run Club](#), the [Savannah Ice Tub Club](#). The event consisted of a free yoga class, a group run, and the chance to take a cold plunge, with Goodfortune supplying food and drinks.

“It was beautiful just having all of these collaborative efforts—it was really great. We’re all attacking wellness from slightly different angles,” Goossen said.

But these sorts of events go beyond just collaboration for Goossen. Instead, it helps to correct a few misconceptions about her location.

“This really goes to show that everyone who thought that Waters Avenue was a wasteland was wrong,” she said. “Around here is just packed full of young families and people moving to Savannah every day trying to find a neighborhood they can afford that they want to be a part of, and there is something a little beautiful about growing something together.”

In just a year, Becca Goossen has built something so impressive and so exemplary of Savannah’s local business scene, but the community she’s cultivated might be the most important part of Goodfortune. If you walk through those doors, you’re more than just a customer. If you need any proof of that, just check out the “Wall Of Fame” full of polaroids of frequent shoppers.

“But it’s more than being a frequent shopper,” Goossen said. “It is like truly, actually becoming a part of our lives. When you see somebody over and over and over again, you start building connections, and that means that we’re not building this store by ourselves, but we’re more so building this together.”

[Goodfortune Market](#) is located at 2413 Waters Avenue, and is open Tuesday-Sunday from 9:00 a.m. to 7:00 p.m. Find them on [Instagram](#) and [Facebook](#).