

Goodstock putting positive spin on Stockton through pop-ups

By **BEN SANCHEZ**
Business Journal Writer

As the season and weather begin to change, the local community Stockmarket event at Caldwell Park in Stockton comes to close for the year.

Many are unaware that Stockton-based Goodstock Productions is the outfit behind the popular Stockmarket.

The Stockmarket pop-up event travels throughout Stockton, showcasing local food trucks, music, artisans, designers and creators. Each event encourages people to venture out, connect with the community and expand its horizons by visiting different venues in Stockton.

Each year the Stockmarket team has changed venues, this year landing at Caldwell Park on Pacific Avenue.

For Amy Sieffert and Anne Wilcox of Goodstock Productions, Stockmarket is their flagship event.

“I think there is that perception we were just Stockmarket because that is all we did the first year. When we started the company and promoted other events last year, people started asking, ‘what is Goodstock Productions?’” Sieffert said.

Over three years ago, Sieffert, a Stockton native, created an idea for a pop-up event in the area. She worked closely with her friend Katie Macrae to bring a local market to Stockton instead of traveling to the Bay Area.

“We started in December 2014 and had an opportunity through Tim Egkan to have the event,” Sieffert said. “The next year we really moved forward with the idea of Stockmarket to provide a platform for creators to sell their goods in Stockton.”

When Sieffert created Goodstock Productions, they expanded the next year, providing event-planning services, while continuing to refine the Stockmarket. Wilcox, a long-time friend of Sieffert and a vendor from Stockmarket, partnered with

Sieffert after Macrae’s departure. Sieffert explained after several discussions that Wilcox was a natural fit for what they needed, and started to coordinate with the company in 2016. Both women originally started off as vendors, each one understanding how much work goes into packaging, transporting and setting up at markets across the Central Valley.

With that experience, shifting roles into event coordinators has prepared them in managing the logistics for events, and planning ahead for successful community partnerships in the area.

“Having that experience is what helped Stockmarket become successful,” Wilcox said. “You understand what vendors need and what they are looking for. We know what we would want as a vendor, and what that lifestyle is, and they know we care about them as vendors.”

Not only does Stockmarket create a business platform for the vendors, but it continues to foster positive relationships in the community.

The event planning is only a fraction of what Sieffert and Wilcox provide for service in the Stockton region. The outreach for contacts, venues and designs are all part of a creative, energetic duo, as they go above and beyond what is needed for every event created at Goodstock Productions.

The goal is to change the perception of Stockton by presenting unique events and showing positive interactions in the community.

“A lot of our vendors have never experienced



COURTESY PHOTOGRAPH

Goodstock Productions is the company behind the creation of the popular Stockmarket event in Stockton.

Stockton before. We have vendors from Sacramento that now come to Stockton, go out to dinner and enjoy the city. It helps the perception of the city when people are here meeting others in a positive way,” Wilcox said.

Sieffert and Wilcox are shifting the perspective of Stockton in a positive light by creating awareness in communities throughout the Central Valley for events beyond the Stockmarket.

One of the events the duo has created is Evening in the Archives, a three-part series event created by Goodstock Productions in partnership with the Haggin Museum earlier this year. The event highlighted craftsmanship from the past and present with active community members demonstrating their craft.

Evening in the Archives brought public awareness to a historic building many had not visited since their childhood. Sieffert emphasized

the importance of bringing people back to revisit the history in the city of Stockton.

“We have parents who haven’t been to this museum since they were kids. Now they are bringing their children here,” Sieffert said.

Sieffert and Wilcox are planning events for the rest of the year, partnering with the City of Stockton for Arts Week for a week-long event called Collide. Collide featured local artists, music and food trucks in Downtown Stockton for one week in October.

The company prepares for upcoming events, Prom Noir, a Halloween themed event at the Masonic Temple; Style Swap, a go-green, social shopping experience; and one more special holiday Stockmarket at the Civic Auditorium.

Sieffert would plan on expanding the company further, but understands there is still more work to be done in Stockton to continue shaping a better tomorrow.

“We are getting more awareness from people all over the San Joaquin Valley and we just have to continue with that positive momentum for the betterment of our city,” Sieffert said.

For more information about Goodstock Productions, visit www.goodstock-ca.com. **CV**

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**Amy Sieffert,
Goodstock Productions**