

HONKY TONK



ROAD TRIP

A Closed Ended/30 Minute/Reality Series

Created, conceived and developed by Rick Monroe, Craig Melone and Francisco Santa Maria

They've weathered the storm over many years, and in some cases decades. These Honky Tonks are barely surviving in an ever-dwindling music industry and in a country in the grips of a recession. Many of them have seen better days and are in desperate need of our help!

Honky Tonk Road Trip is a 30-minute makeover show that will focus on one deserving club each week. Our shows will feature joints that were legends in their day, but with the span of time have undergone decay and lost a bit of their original glory. Our goal is not to remove what makes these places so great, but rather to help out with the modernization of certain areas (sound, lighting, bar) and to give these places a face-lift (bar, bathrooms, kitchen, landscaping, etc).

Each episode begins with a "surprise" to the Venue owners. We then begin our renovation; we take out the old and bring in the new and finish things with a boot stomping country performance by our Host, country music sensation Rick Monroe. Rick Monroe takes life experiences that we all share, the events that touch our hearts and creates music that speaks directly to the soul in each of us. A true ambassador of the genre, Monroe has toured extensively in the US and Europe. Rick's performed an average of 100-150 dates per year for the last 5 years.

The purpose of Honky Tonk Road Trip is to make each small venue we touch emerge as the pride of their community, while ensuring their success for years to come. Honky Tonk Road Trip will show a slice of Americana rarely seen. HTRT sets out to celebrate this uniquely American music and the people and places that make it great.



BEFORE



AFTER

Hands on Productions and Genius Land Entertainment

