

HONKY TONK Laundry

Move over, Thelma and Louise! When Lana Mae Hopkins, owner and proprietress of the Wishy Washy Washateria, hires Katie Lane Murphy to help out in the Laundromat, they soon find themselves up to their elbows in soap, suds, and cheatin' hearts. Watch these two country angels join forces to turn their good ol' Laundromat into a boot-scootin' honky-tonk, exacting a touch of revenge against those that done 'em wrong, and all while guaranteeing each and every customer a good, clean time! Take a ride to Nashville heaven in this new musical from Roger Bean (*The Marvelous Wonderettes*, *Life Could Be A Dream*, *The Andrews Brothers*).

HONKY TONK LAUNDRY features music made famous by Reba McEntire, Sara Evans, Carrie Underwood, the Dixie Chicks, Dolly Parton, Jessica Andrews, Martina McBride, Pam Tillis, Terri Clark, Chely Wright, Trisha Yearwood, Gretchen Wilson, Patsy Cline, Tammy Wynette, and Loretta Lynn.

HONKY TONK LAUNDRY made its debut at Milwaukee Repertory Theatre. An all-new version opened March 3, 2017 at the Broadway Theatre in Vista, CA, starring Bets Malone and Misty Cotton; James Vásquez, choreographer; Roger Bean, director.



L-R: Bets Malone as Lana Mae, Misty Cotton as Katie, Honky Tonk Laundry, Milwaukee Repertory Theatre

This overview is for informational purposes and is not an offer to sell or a solicitation of an offer to buy units in HONKY TONK LAUNDRY-LOS ANGELES (the "Production"), and may not be relied upon in connection with the purchase or sale of any security. Interests in the Production, if offered, will only be available to parties who are "accredited investors" (as defined in Rule 501 promulgated pursuant to the Securities Act of 1933, as amended) and who are interested in investing in the Production on their own behalf. Any offering or solicitation will be made only to qualified prospective investors pursuant to an offering memorandum, and the subscription documents, all of which should be read in their entirety.

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SYNOPSIS



Lana Mae Hopkins runs the Wishy Washy Washateria in rural Tennessee. While she'd rather be singing in Nashville, kind-hearted Lana Mae loves tending the Laundromat she inherited from her grandmother, but she could really use some help to keep things afloat. Nervous, jittery, and more than a little angry at her boss, Katie Lane Murphy appears on the scene at just the right moment, landing the newly displayed "Help Wanted" job at the Laundromat. These two polar-

opposites now navigate a new working relationship while discovering and sharing vastly different opinions on laundry and men.

Katie is obsessed with her cheating boyfriend, whom she can't seem to let go of despite everything she knows. While she can easily point out Katie's problems with her boyfriend, Lana Mae's own rose-colored glasses keep her from seeing her own husband's philandering ways. Can these two possibly work together to help each other clean up their relationships?

After hearing about Lana Mae's country music past, Katie proposes setting up an old-fashioned Honky Tonk cabaret to help Lana Mae take her mind off of her husband. Lana Mae only agrees to the idea after secretly tricking Katie into performing with her. They end the act with an exhilarating clogging finale.

Act two is opening night of the redecorated Honky Tonk Laundry, "the newest hotspot for love and heartache, with a big dose of dirty laundry on the side." The stage is set for these two country angels to become strong independent women, and exact a little revenge against their cheatin' partners along the way. It's a grand time for all attendees, with some of the greatest music ever to come out of Nashville.



Top and Right: Bets Malone as Lana Mae, Misty Cotton as Katie, Honky Tonk Laundry, Milwaukee Repertory Theatre

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CREATIVE TEAM



ROGER BEAN (Bookwriter, Director) Mr. Bean created the worldwide and off-Broadway hit *The Marvelous Wonderettes*, along with the sequels *Wonderettes: Caps & Gowns*, *Winter Wonderettes*, and *Wonderettes: Dream On*. Original cast albums for all *Wonderettes* shows are available from iTunes and Amazon. *The Marvelous Wonderettes* received the 2007 LA Ovation Award for Best Musical for its record-breaking Los Angeles run, and continues to be an audience favorite in theater companies throughout the country. Another audience favorite is Bean's *Life Could Be A Dream*, which received the Los Angeles Drama Critics Circle Award, the LA Weekly Theatre Award and the Backstage Garland Award for Outstanding Musical. He also created the popular jukebox musicals *The Andrews Brothers*, *Route 66*, *Summer of Love*, *Why Do Fools Fall In Love?*, *Don't Touch That Dial!*, *That's Amoré* and *Beach Blanket Bash*. Roger Bean is currently the president of Steele Spring Stage Rights, one of the foremost independent theatrical publishers in the United States, which will administer the future Stock & Amateur licensing of *Honky Tonk Laundry*. Roger Bean has a proven track record in creating enduring, audience-pleasing franchises: *The Andrews Brothers* has seen over 200 productions, *Route 66* has seen over 250 productions and two national tours, and the four shows comprising *The Marvelous Wonderettes* series have seen a combined 800 productions worldwide in five different languages.



JAMES VÁSQUEZ (Choreographer) Previously with The Old Globe/USD M.F.A Program, Mr. Vásquez directed *Clybourne Park* and last year's world premiere of Keith Reddin's *Acquainted with the Night*. At the Old Globe he's directed *Rich Girl*, *Dr. Seuss' How the Grinch Stole Christmas!*, and *Richard O'Brien's The Rocky Horror Show* and provided musical staging for *The Comedy of Errors* directed by Scott Ellis, *Boeing-Boeing*, and the 2013 Shakespeare Festival production of *A Midsummer Night's Dream*. He received Craig Noel Award nominations for Outstanding Direction of a Musical for the world premiere of *Harmony, Kansas* and the West Coast premiere of [title of show] (Diversionsary Theatre) and won the award in 2010 for *Sweeney Todd* (Cygnet Theatre Company). His other recent directing/choreography credits include *The Addams Family* (Moonlight Stage Productions), *West Side Story* and *Cats* (San Diego Musical Theatre), *Tell Me On A Sunday* (Broadway Theater), *Pippin*, the west coast premiere of *Birds of a Feather* and *Next Fall* (Diversionsary), and *Hedwig and the Angry Inch* and *Pageant* (Cygnet), as well as developmental workshops at La Jolla Playhouse and Goodspeed Musicals. In 2004, Mr. Vásquez founded Daisy 3 Pictures with Mark Holmes and Carrie Preston. Their first two feature films, *29th and Gay* and *Ready? OK!*, played national and international film festivals, with *Ready? OK!* winning Best Feature Film awards in Seattle, North Carolina, and San Diego. Their latest feature film, *That's What She Said*, made its world premiere at the 2012 Sundance Film Festival. Mr. Vásquez is a graduate of The Juilliard School.

ROGER BEAN PRODUCTIONS LLC (Producer/General Manager). Los Angeles: the original long-running hit *The Marvelous Wonderettes* at the El Portal Theatre; the award-winning *Life Could Be A Dream* at the Hudson Mainstage, and subsequent productions at Laguna Playhouse and La Mirada Theatre; *The Real Housewives of Toluca Lake: The Musical* at Garry Marshall's Falcon Theatre. Regional: *Life Could Be A Dream* at Center Rep, Walnut Creek, CA in association with Jonathan Reinis Productions. New York, off-Broadway: *The Marvelous Wonderettes*, Westside Theatre; *Life Could Be A Dream* (NYMF), Signature Theatre; Broadway investing history: *A Christmas Story: The Musical*, *Annie*, *A Night With Janis Joplin*, *Vanya and Sonia and Masha and Spike* (Tony Award-Best Play).

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ON STAGE



BETS MALONE (Lana Mae Hopkins) Bets Malone originated the role of Suzy Simpson in the New York production of *The Marvelous Wonderettes*, also written by Roger Bean, and can be heard on three *Wonderettes* cast recordings: *The Marvelous Wonderettes*, *Winter Wonderettes* and *Wonderettes: Caps & Gowns*. Regional: *Seussical*, *Titanic*, *Big Fish*, *Pride and Prejudice*, *Mary Poppins*, *How the Grinch Stole Christmas*, *Sweeney Todd*, *1776*, *Ragtime*, *On the Town*, *Evita*, *Children of Eden*, *Annie Get Your Gun*, *Once Upon a Mattress*, and *Love, Loss and What I Wore*. Her vocal talents can be heard as Tallulah the Monkey in *Barbie as the Island Princess* and the singing voice of Velma in *Scooby Doo and the Music of the Vampire*, both available on DVD. Most impressive credit: wife to Moonlight Stage Productions artistic director Steve Glaudini and mom to Sami the Wonder Dog!



MISTY COTTON (Katie Lane Murphy) Broadway/National Tours: *Miss Saigon* (Ellen); *Les Miserables* (Eponine); *Joseph... Dreamcoat* (Narrator) w/Donny Osmond. Off-Broadway: *The Marvelous Wonderettes* (Missy). Regional: *Into the Woods* (Witch) Utah Shakespeare Festival; *Carrie* (Margaret), La Mirada & Los Angeles; *Tell Me On a Sunday*, ETC; *Tommy* (Mrs. Walker), *Peter Pan* (Peter), Moonlight Amphitheatre; *White Christmas* (Betty), San Diego Musical Theatre; *Side Show* (Violet), Los Angeles Premiere; *A Little Night Music* (Petra), South Coast Rep; *The Last Five Years*, Pasadena Playhouse; *Winter Wonderettes* (Missy), Milwaukee Rep; *Wonderettes: Caps & Gowns* (Missy), Laguna Playhouse; *Annie Get Your Gun* (Annie), *Spitfire Grill* (Percy), Utah Shakespeare & Laguna Playhouse. Recordings: *Winter Wonderettes* and *Wonderettes: Caps & Gowns*.

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PRESS



PICK OF THE WEEK!

—*Good Morning Today*

“Boot scootin’ “Honky Tonk” makes for a tasty southern treat.”

—*OnMilwaukee.com*

“Grab a hankie, then boogie down – a refreshing mix!”

—*Milwaukee Journal-Sentinel*

CRITICS' CHOICE!

—*Shepherd Express Metro*

"Witty dialogue, old music presented in an exciting and fresh new way and talented performers creating an enjoyable evening — even for non-country music fans."

—*The Marquette Tribune*

"Fresh, natural and wickedly delightful."

—*Ravalli Republic*

"Laundry gets a fresh spin in Vista!"

—*San Diego Union-Tribune*

"A kick-up-your-heels, funny rip-roaring good time – put it on your 'must-see' list!"

—*The Vista Press*

"Who woulda thought that a show filled with “he done me wrong — again” songs could be so much fun? Well, let me tell you, “Honky Tonk Laundry” by Roger Bean, now playing at the Oregon Cabaret Theatre, is an absolute hoot."

—*Ashland Daily Tidings*



Top and Right: Bets Malone and Misty Cotton, Broadway Theatre, Vista, CA



THE MUSIC

"No one tells a tale of woe quite like a female country singer."

—Milwaukee Journal Sentinel

The songs of HONKY TONK LAUNDRY:

BEFORE HE CHEATS *as performed by Carrie Underwood*

BORN TO FLY *as performed by Sara Evans*

CLEOPATRA, QUEEN OF DENIAL *as performed by Pam Tillis*

D-I-V-O-R-C-E *as performed by Tammy Wynette*

GOODBYE EARL *as performed by the Dixie Chicks*

HEAVEN, HEARTACHE, AND THE POWER OF LOVE *as performed by Trisha Yearwood*

HE'S A GOOD OLE BOY *as performed by Chely Wright*

I FALL TO PIECES *as performed by Patsy Cline*

I NEED A VACATION *as performed by Rebecca Lynn Howard*

INDEPENDENCE DAY *as performed by Martina McBride*

JEZEBEL *as performed by Chely Wright*

LONG TIME GONE *as performed by the Dixie Chicks*

ONE GOOD FRIEND *as performed by Gretchen Wilson*

POTENTIAL NEW BOYFRIEND *as performed by Dolly Parton*

SMILE *as performed by Terri Clark*

STAND BY YOUR MAN *as performed by Tammy Wynette*

TAKE IT BACK *as performed by Reba McEntire*

THESE BOOTS WERE MADE FOR WALKIN' *as performed by Nancy Sinatra*

WHO I AM *as performed by Jessica Andrews*

WHY'D YOU COME IN HERE LOOKING LIKE THAT? *as performed by Dolly Parton*

WIDE OPEN SPACES *as performed by the Dixie Chicks*

YODELING AT THE GRAND OLE OPRY *as performed by Janet McBride*

YOU'RE LOOKIN' AT COUNTRY *as performed by Loretta Lynn*

"The best country music ever written by and for women performers."

—Ashland Daily Tidings

"It just doesn't get any better than this!"

—Oregon Mail Tribune



COMMERCIAL LOS ANGELES PRODUCTION

Hudson Mainstage Theatre (Hollywood) CA
Opening August 26, 2017 (open-ended engagement)
\$100,000 Total Capitalization

OPPORTUNITY FOR PRODUCERS

Co-Producer Entitlements for \$20,000

Name Above the Title

Investor Share of Adjusted Net Profits: 10%

Additional Share of Adjusted Net Profits as Non-Managing Member: 4%

20% of Investor's pro-rata share of box office royalty of 1%

Investor Participation in Producer's Share of Subsidiary Rights for Five Years

Co-Producer's billing shall appear in a single name in connection with the Los Angeles Production, as a producer, above the title of the Play, in equal style, size, type and prominence to that of all other above the title producers, and such billing shall be listed below the Managing Member (or their nominees) and shall be listed in descending order of the percentage of capital contributed (and/or caused to be contributed) by each non-Managing Member Co-producer (in the event that two or more non-Managing Member Co-Producers contribute (and/or cause to be contributed) the same percentage, billing for such parties shall be alphabetical). Incremental amounts/slashed partnerships are welcome.

THE FINANCIAL INFORMATION

These figures are based on current expectations, are for illustrative purposes only, and are subject to change.

Assumptions: House Size: 99 Seats; Ticket Sales: 75% Capacity; Average Ticket Price: \$39

At five (5) shows per week and 74 tickets per show (75%), HONKY TONK LAUNDRY is expected to fully recoup during its 26th week. Details are in the attached Pro Forma.

Budgeted Production Costs

The Production is capitalized at \$100,000. Details are in the attached Pro Forma.

Budgeted Weekly Running Costs

The weekly running costs are estimated to be \$9,672. Royalties for the creative team and music publishers are detailed in the attached Pro Forma.

PREVIOUS PERFORMANCE

These figures are based on past performance of previous productions, and are for illustrative purposes only.

Roger Bean's production of *The Marvelous Wonderettes* played for a record-breaking 18 months at the El Portal Theatre in North Hollywood, grossing over \$1,069,000 in box office revenue in Los Angeles before transferring off-Broadway for an additional 14-month run.

Roger Bean's production of *Life Could Be A Dream* played a continuous 12 months at the Hudson Mainstage and transferred to the Laguna Playhouse, grossing over \$1,310,000 in total box office revenue.

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CONTACT INFO

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Please call or email to discuss co-producer and limited partnership opportunities.



L-R: Roger Bean, Misty Cotton, Bets Malone and James Vasquez, Broadway Theatre, Vista, CA

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