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For Immediate Release:

May 29, 2025

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Regal Place Groundbreaking – A Next Generation Housing Development

KEWASKUM, WI – Washington County, in partnership with Economic Development Washington County (EDWC), the Village of Kewaskum, American Companies, and Regal Ware is hosting a groundbreaking ceremony for Regal Place on Monday, June 9 at 3:00-3:30 p.m. as part of the Next Generation Housing Initiative, providing attainable homeownership opportunities to area residents and workers.

Washington County Executive Josh Schoemann said “Next Generation Housing exemplifies a successful public-private partnership and a win for the people of Washington County. We appreciate the opportunity to work together with Regal Place in helping more families realize the American Dream of homeownership.”

Once completed, Regal Place will provide 48 new townhomes in Kewaskum. The development expects to start having occupancy by fall of 2025. The owner-occupied townhomes are being constructed on the former Regal Ware Headquarters site which in recent years moved operations to Milwaukee.

“Today’s groundbreaking is more than the start of a new development — it’s the continuation of a legacy. Regal Place honors the roots of our family, our company, and this community. It’s a tribute to the generations who came before us and a promise to those who will call this place home.” shared Ryan Reigle, Chairman and CEO of Regal Ware.

Regal Place is the fourth Next Generation Housing Development to break ground in Washington County since the initiative started in 2022 with the goal of 1,000 new owner-occupied housing units by 2032. Kraig Sadownikow, President and CEO of American Companies, said “Our partnership with Regal Ware began back in the 1950’s when my father, aunt, grandmother and great grandmother immigrated to Kewaskum from Serbia. Employment was a requirement to earn entry into the U.S. at that time. J.O. Reigle and his company not only provided them with jobs but also a community that helped nurture and develop us into who we are today. I am deeply grateful for the support and opportunities Regal Ware extended to my family, and I am honored to contribute to this project that reflects our shared values.”

The groundbreaking event will take place on Monday, June 9 at 3:00-3:30 p.m. at 1675 Reigle Drive in Kewaskum. Speakers will include Washington County Executive Josh Schoemann, President and CEO of American Companies Kraig Sadownikow, Regal Ware Chairman and CEO Ryan Reigle, and Village of Kewaskum President Fuzz Martin.

A grand opening celebration is scheduled for fall 2025. At that time, members of the public will be invited to tour the first completed townhome and get a preview of the quality and design the future neighborhood will offer. Additional event details, including the official date, will be announced in the coming months.

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