



For immediate release: April 20, 2022

For more information: Jennifer Hart, Director of Development
Heartland Counseling Services
C: 978.807.2267 or hart@heartlandcounselingservice.com

Heartland Counseling Services is “Breaking Ground to Stop the Stigma”

Heartland Counseling Services is excited to announce they have acquired property and will be “Breaking Ground to Stop the Stigma” at the site of their new facility this month! The community is invited to join Heartland, the city of South Sioux City, lender BankFirst, and contractor R Perry Construction on Tuesday, April 26, 2022, at noon for the official groundbreaking at 1201 Arbor Drive, South Sioux City. The South Sioux City Area Chamber of Commerce and the Siouxland Chamber of Commerce will also be joining in the celebration.

Providing mental health and substance abuse services to the community for 45 years, Heartland Counseling has experienced tremendous growth over the past few years and is excited for the opportunity to better serve the community. The new facility will be nearly double the size of Heartland’s current building, providing the space necessary to handle the 50% growth in staff members over the past two years and the anticipated growth of an additional 10 staff members over the next couple of years. The new location is also in the heart of the neighborhood served by Heartland allowing for easier access and lessening barriers to receive quality services.

“We are pleased to see Heartland Counseling expand in South Sioux City; not only escalating services in South Sioux City but a much larger area of Siouxland and the State of Nebraska. Children and adults are facing increasing stress and the need for these services is escalating. We wish them success in their challenge.” Stated both South Sioux City Mayor Rod Koch and Administrator Lance Hedquist.

Heartland has been leasing space in the current location on West 21st Street since 1995, but the space is no longer large enough due to the growth of the organization and added staff. The new building will double the total square footage from 10,000 to 20,000 square feet allowing for all staff to be located onsite while also allowing for growth for additional therapists and community support staff. It will also allow The Life Center Day Rehab facility to be located within the same building, including the addition of small group activities room adjacent to the general gathering area. The new facility will also allow for dedicated rooms for family therapy, Parent Child Interactive Therapy (PCIT) and for Art Therapy. The new space will also have a dedicated room for employees to take a break, eat, and recharge which is critical in this line of work.

“We are so excited to be moving forward on this project thanks to the tremendous support from our partners! This will allow us to better serve the community as we address the state-wide shortage for mental health hospital providers and the significant increase in attempted and completed suicide rates,” stated Heartland Counseling Services’ Executive Director, Jennifer Jackson. “Creating this infrastructure will allow us to respond to the needs of the community, although continued fundraising will be necessary to ensure the continuation of our school based mental health, community support, peer support and day support programs that are not funded through insurances but are necessary for many individuals living with mental health challenges.”

The new location is conveniently located at 1201 Arbor Drive, South Sioux City, NE, on the new road directly across from the SSC water tower, soccer fields, and drive-in theatre. Continued growth in this area will allow for a clustering of other agencies serving the critical needs of the community.

For more information on Heartland Counseling Services, how you can receive mental health or substance abuse services, or how you can donate to this project and help others in their journey to positive mental health, visit www.heartlandcounselingservices.com or call 402-494-3337.

#