

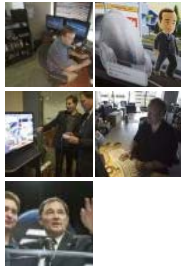
Electronic Arts opens Salt Lake City office

Games »
 Company hopes to help expand industry presence in Utah but tax incentives lacking.

Article Tools



Photos



More Articles

Based on your search, we found these stories that may interest you.

- » [Electronic Arts opens Salt Lake City office \(07/21/10\)](#)
- » [Electronic Arts switching offices to SLC, with eye on expansion \(03/02/10\)](#)
- » [Electronic Arts switching offices to SLC, with eye on expansion \(03/02/10\)](#)
- » [Electronic Arts posts net income of \\$96M \(08/03/10\)](#)
- » [Herbert: E-signatures part of future \(06/24/10\)](#)
- » [Electronic Arts shares dive on weak outlook \(02/08/10\)](#)
- » [Electronic Arts shares dive on weak outlook \(02/08/10\)](#)
- » [Give it back, guv \(02/10/10\)](#)
- » [Give it back, guv \(02/10/10\)](#)
- » [Major electronics game company expanding to Salt Lake City \(02/26/10\)](#)
- » [Major electronics game company expanding to Salt Lake City \(02/26/10\)](#)
- » [U. hosts computer, electronic arts camps \(04/21/11\)](#)
- » [Game sales strong](#)

BY TOM HARVEY

THE SALT LAKE TRIBUNE

PUBLISHED JULY 21, 2010 6:15 PM

This is an archived article that was published on sltrib.com in 2010, and information in the article may be outdated. It is provided only for personal research purposes and may not be reprinted.

Gov. Gary Herbert was sent to jail Wednesday. It wasn't for malfeasance in office but for electronic-game malfeasance.

Herbert got to play a new game being sent to market this fall by the Salt Lake City office of Electronic Arts, one of the biggest electronic game-makers in the world. Herbert test drove Monopoly Streets before he helped cut the ribbon that officially opened the company's new downtown offices.

The developers inserted a "Governor Herbert" player that looked like the state's chief executive into the game so he could manipulate the character on a big screen TV set up in the offices at 324 S. State St.

Things didn't go well.

"Governor Herbert rolled three doubles in a row. Go to jail," said the game as the governor expressed exasperation and quit for a tour of the facility.

The offices that will house about 100 employees were moved to Salt Lake City from Bountiful where they had been for more than a decade. The Salt Lake City offices of the California-based company concentrate on producing electronic versions of Hasbro products as part of a strategic relationship between the two.

The move was a coup for downtown Salt Lake City, which also is seeing the local office of Goldman Sachs move from its present Research Park location to 222 S. Main St.

Jon Dean, executive producer for Electronic Arts and head of the Salt Lake City office, said the downtown location helps the company attract new talent. He cited the availability of coffee shops, restaurants and TRAX light rail, including a line being constructed to the airport.

The company also hopes its presence will serve as a catalyst to attract more companies and electronic game talent to the area, he said, pointing out game producers have larger sales than the music and movie industries.

While Utah has a core of game-makers here, plus a pool of talent, a good lifestyle, strong universities and a business-friendly atmosphere, it lacks tax incentives aimed specifically at the electronic game industry, said Dean.

"Right now there are tax incentives available in Utah, but they're not designed for the games industry," he said. "Other states, like Texas or Florida or even the provinces of Canada, have tax incentives that are specifically aimed at developing the games industry there."

Herbert, who is running for election this fall, before the ribbon cutting repeated Republican mantras about lowering taxes to help businesses grow and produce jobs. He contrasted that to California.

"We're going in the right direction," he said.

While Herbert said the Electronic Arts' new office could grow to 200 employees, Dean said there were no immediate plans to expand.

tharvey@sltrib.com

The company Electronic Arts expanded into Utah in 2006 when it bought out Headgate Studios. Headgate was founded in 1992 in Bountiful as a business-productivity software company that later branched out into electronic games.

The Utah office is releasing three new games this fall, including Monopoly Streets, Littlest Pet Shop and Nerf. Office head Jon Dean said his operation is

Enter a search phrase.
 electronic arts
 Specify a Range
 From 01/01/2009 to 10/28/2011

 Any word All words Exact phrase

Top Jobs

Salt Lake Tribune



COMMUNITY NURSING SERVICES
 JOIN OUR HOME HEALTH TEAM REGISTERED NURSE Immediate opening for a part time Registered Nurse who will be responsible for Aft...

ISLAND VIEW RESIDENTIAL
 Cook/Dietary Aid Island View RTC is currently seeking a Temporary/ PRN Cook / Dietary Aid for 10-20 hrs per week. Most hours wi...

MIKE HALE CHEVROLET
 Sales Consultant needed for Chevrolet Dealer in Park City. Full-Time. Benefits. Drug-free work environment. Call Nick @ 801-5...

DAVIS APPLIED TECH. COLLEGE
 InformationTechnology Adjunct Instructor (Part Time) The DATC is seeking a qualified and dedicated instructor to teach Info...

AARS I WELLS
 BP is currently seeking a #26862BR Line Locator
[click here to see more jobs](#)

for EA but outlook hurts shares (05/11/10)

» **Utes' Johnson to be featured on new video game cover** (04/23/09)

» **Herbert blows smoke** (08/24/11)

» **Utah Gov. Gary Herbert's Web site launched** (08/12/09)

» **Layton boy finds pornography on NFL Xbox video game** (12/31/06)

» **Herbert says Shurtleff didn't misuse state seal** (12/16/08)

» **XBox 360: These games take child's play to a whole new level** (11/21/05)

» **Public weighs in on voting machines** (04/23/05)

trying to expand the appeal of electronic games from boys and young men to girls and families.

© Copyright 2011 The Salt Lake Tribune. All Rights Reserved. This Material May Not Be Published, Broadcast, Rewritten Or Redistributed.

[BACK TO TOP](#)

News

- All Local News
- Nation + World
- Utah
- Politics
- Health Care Reform
- Justice
- Polygamy
- LDS News
- Education
- **Blogs**
- All Blogs
- The Movie Cricket
- TV: The Village Idiot
- Bite by Bite
- The Chalkboard
- Prep and College Recruiting
- Fishing Utah
- Fly on the Wall

Sports

- All Sports
- Prep Sports
- Utah Jazz
- Utah Utes
- BYU Cougars
- USU Aggies
- SUU T-Birds
- WSU Wildcats
- College Sports
- NASCAR
- Real Salt Lake
- Utah Blaze
- Grizzlies
- Bees
- Winter Sports
- Outdoors
- Gordon Monson
- Kurt Kragthorpe
- Live Matchups
- Game Odds

Money

- All Money
- Personal Finance
- Real Estate
- Technology
- Tourism
- Stocks
- Money Blog
- **Opinion**
- All Opinion
- Editorials
- Commentary
- Letters
- Bagley Cartoons
- TribTalk Forum
- Submit a Letter to the Editor

Lifestyle

- All Lifestyle
- Arts
- Faith
- Food
- Health
- Home & Family
- Outdoors
- Travel
- **Entertainment**
- All Entertainment
- Sundance
- Film-Finder
- Arts
- Dining Out
- Television
- Comics
- Puzzles & Games

Obituaries

- Search Obituaries
- Place an Obituary
- **Classifieds**
- Search Cars
- Search Homes
- Search Jobs
- Search Classifieds
- **Other Services**
- Advertise Online
- Subscribe to the Newspaper
- Login to the Electronic Edition
- Frequently Asked Questions
- Submit a breaking news tip
- E-mail the Tribune web staff
- Contact a newsroom staff member
- Submit Arts and Entertainment tips
- Access the Trib Archives

A  MediaNews Group WEBSITE