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ENTERPRISE WAS THE PALM BEACH OF AN EARLIER DAY

By HAMPTON DUNN

ENTERPRISE --- Way back in the second half of the 1800's, this little community overlooking beautiful St. Johns River and Lake Monroe was the pioneer resort city of Florida which was just then being "discovered" bar wealthy, fun-seeking Northern visitors.

For much of the period, well, from 1843 to 1888, pleasant Enterprise was the county seat of three counties---Mosquito, Orange and Volusia. Today, it still is in Volusia, but the county government was moved to DeLand in 1888. The town is just off Interstate 4 between Sanford and DeLand.

Today, the area is enjoying a boom as more and more retirees and winter visitors settle to the backwoods quietness away from the hub-bub and bustle of Orlando and Disney World.

The sole reminder of the "good old days" when Enterprise was "the Palm Beach of an earlier day" is a decaying two-story structure (photo) in the heart of the village. Of late, it has been an apartment house. Originally, the house was a lively saloon, but that was many years ago. It is the only remaining building of what is known as old Enterprise.

What really started Enterprise booming after the Civil star was the construction of the Brock House hotel by Jacob Brock, pioneer citrus shipper and St. Johns steamboat skipper who put up his 140-room hotel in 1882. Millionaire sportsmen, wealthy tourists, Presidents and Generals, they all came to hunt and fish and play and relax here.

When Henry Flagler built his railroad and elegant hotels along the East Coast of Florida, Enterprise soon faded away as a resort.