

To: LONGWOOD TRUCK CENTER, INC.(longwoodtrucks@aol.com)
Subject: U.S. Trademark Application Serial No. 97120169 - LONGWOOD TRUCK CENTER
Sent: August 24, 2022 03:51:57 PM EDT
Sent As: tmng.notices@uspto.gov

Attachments

[Truck definition](#)
[Center definition](#)
[Wikipedia](#)
[Niche.com](#)
[Trip Advisor](#)
[LongwoodFlorida.org](#)
[Historic Longwood](#)
[longwood florida google maps.jpg](#)

United States Patent and Trademark Office (USPTO) Office Action (Official Letter) About Applicant's Trademark Application

U.S. Application Serial No. 97120169

Mark: LONGWOOD TRUCK CENTER

Correspondence Address:

LONGWOOD TRUCK CENTER, INC.
4215 S ORLANDO DRIVE
SANFORD FL 32773 UNITED STATES

Applicant: LONGWOOD TRUCK CENTER, INC.

Reference/Docket No. N/A

Correspondence Email Address: longwoodtrucks@aol.com

NONFINAL OFFICE ACTION

The USPTO must receive applicant's response to this letter within six months of the issue date below or the application will be abandoned. Respond using the Trademark Electronic Application System (TEAS). A link to the appropriate TEAS response form appears at the end of this Office

action.

Issue date: August 24, 2022

Introduction

The referenced application has been reviewed by the assigned trademark examining attorney. Applicant must respond timely and completely to the issues below. 15 U.S.C. §1062(b); 37 C.F.R. §§2.62(a), 2.65(a); TMEP §§711, 718.03.

Summary of Issues

- Search Results - No Conflicting Marks Found
- Section 2(e)(2)- Geographically Descriptive Refusal
- Advisory regarding Amendment to the Supplemental Register to Overcome Refusal
- Advisory regarding Disclaimer of Generic Wording if Amending to the Supplemental Register
- Specimen-Refusal
- Advisory Regarding Hiring Trademark Counsel

Search Results - No Conflicting Marks Found

The trademark examining attorney has searched the USPTO database of registered and pending marks and has found no conflicting marks that would bar registration under Trademark Act Section 2(d). 15 U.S.C. §1052(d); TMEP §704.02.

Section 2(e)(2) - Geographically Descriptive Refusal

Registration is refused because the applied-for mark is primarily geographically descriptive of the origin of applicant's goods. Trademark Act Section 2(e)(2), 15 U.S.C. §1052(e)(2); *see* TMEP §§1210, 1210.01(a).

A mark is primarily geographically descriptive when the following is demonstrated:

- (1) The primary significance of the mark to the purchasing public is a generally known location;
- (2) The goods or services originate in the place identified in the mark; and
- (3) The purchasing public would be likely to believe that the goods or services originate in the geographic place identified in the mark; that is, to make a goods-place or services-place association.

See Spiritline Cruises LLC v. Tour Mgmt. Servs., Inc., 2020 USPQ2d 48324, at *5 (TTAB 2020) (citing *In re Nantucket, Inc.*, 677 F.2d 95, 96-97, 213 USPQ 889, 891 (C.C.P.A. 1982)); *see also In re Newbridge Cutlery Co.*, 776 F.3d 854, 860-61, 113 USPQ2d 1445, 1448-49 (Fed. Cir. 2015); *In re Societe Generale des Eaux Minerales de Vittel S.A.*, 824 F.2d 957, 959, 3 USPQ2d 1450, 1452 (Fed. Cir. 1987); *In re JT Tobacconists*, 59 USPQ2d 1080, 1081 (TTAB 2001)); TMEP §1210.01(a).

Applicant has applied to register the mark LONGWOOD TRUCK CENTER for use in connection with

“trucks” in Class 12.

First, the primary significance of LONGWOOD is a geographic location, namely, a town in Florida. *See* attachments from Wikipedia, the Crazy Tourist, LongwoodFl.org, Longwood Florida Historical Society, Niche.com, and Trip Advisor showing the geographic significance of LONGWOOD.

Second, the record indicates that applicant's goods originate in LONGWOOD because applicant's address is near LONGWOOD in Sanford, Florida, approximately four and a half miles away. *See* evidence from Google Maps.

A product that is produced or a service that is provided near the geographic place named in the applied-for mark is sufficient to support a finding that the goods and/or services originate in that geographic location. *See, e.g., City of London Distillery, Ltd. v. Hayman Grp. Ltd.*, 2020 USPQ2d 11487, at *9-10 (TTAB 2020) (holding CITY OF LONDON primarily geographically descriptive of gin distilled within and bottled near the city limits of London); *In re Spirits of New Merced, LLC*, 85 USPQ2d 1614, 1621 (TTAB 2007) (holding YOSEMITE BEER primarily geographically descriptive of beer produced and sold in Merced, California, a city located 80 miles from Yosemite National Park, where the goods originated in an area “located near YOSEMITE”); *In re Joint-Stock Co. “Baik,”* 80 USPQ2d 1305, 1310-11 (TTAB 2006) (holding BAIKALSKAYA, the Russian equivalent of “from Baikal” or “Baikal’s,” primarily geographically descriptive of vodka where applicant was located near Lake Baikal, and applicant did not dispute that it produced vodka from a location near and used water from Lake Baikal).

The Trademark Trial and Appeal Board has stated that the purpose of Trademark Act Section 2(e)(2) is “to leave geographic names free for all businesses operating in the same area to inform customers where their goods or services originate.” *In re Spirits of New Merced*, 85 USPQ2d at 1621 (citing *In re MCO Props. Inc.*, 38 USPQ2d 1154, 1156 (TTAB 1995)).

Remoteness or obscurity of a geographic location is determined not in the abstract, but from the point of view of the average American consumer of the particular goods and/or services. TMEP §1210.04(c); *see, e.g., In re Joint-Stock Co. “Baik,”* 80 USPQ2d 1305, 1309-10 (TTAB 2006) (holding that the relevant American consumer, purchasers of vodka, including Russian vodka, would likely know the geographic significance of the mark because they are most likely either from Russia, have Russian relatives, or became familiar with Russia when learning the language); *In re MCO Props. Inc.*, 38 USPQ2d 1154, 1155-56 (TTAB 1995) (holding FOUNTAIN HILLS primarily geographically descriptive of real estate development services rendered in Fountain Hills, Arizona, population 10,030, because the record showed Fountain Hills to be the name of the town where applicant was located and rendered its services, and relevant American consumers in the real estate market who came into contact with applicant's promotional brochure specimen would associate the place with the services).

Here, Longwood, Florida, is where applicant provides its goods and the relevant American consumers in the truck market who come into contact with applicant's mark will associate the place, Longwood, with the goods.

Finally, a goods-place or services-place association may be presumed where (1) the location in the mark is generally known to the purchasing public, (2) the term's geographical significance is its primary significance, and (3) the goods and/or services do, in fact, originate from the named location in the mark. TMEP §1210.04; *see, e.g., In re Cal. Pizza Kitchen Inc.*, 10 USPQ2d 1704, 1705 (TTAB 1988) (finding a services-place association was presumed between applicant's restaurant services and

California because the services originated in California); *In re Handler Fenton Ws., Inc.*, 214 USPQ 848, 850 (TTAB 1982) (finding a goods-place association was presumed between applicant's t-shirts and Denver because the goods had their geographical origin in Denver); *see also In re Nantucket, Inc.*, 677 F.2d 95, 102, 213 USPQ 889, 895 (C.C.P.A. 1982) (Nies, J., concurring) ("[W]e must start with the concept that a geographic name of a place of business is a descriptive term when used on the goods of that business. There is a public goods/place association, in effect, presumed." (internal footnote removed)).

Here because the primary significance of LONGWOOD is to identify a geographic location and applicant's goods originate in this place, purchasers will presume that LONGWOOD identifies the place from which the goods originate. Thus, the term LONGWOOD, is primarily geographically descriptive of the origin of applicant's goods.

Although, the applied-for mark also includes the terms TRUCK CENTER, this does not change the overall geographic significance of the marks.

The addition of generic or highly descriptive wording to a geographic word or term does not diminish that geographic word or term's primary geographic significance. TMEP §1210.02(c)(ii); *see, e.g.*, *Spiritline Cruises LLC v. Tour Mgmt. Servs., Inc.*, 2020 USPQ2d 48324, at *6-7 (TTAB 2020) (holding CHARLESTON HARBOR TOURS primarily geographically descriptive of various travel tour and cruise services because TOURS is generic for the services and CHARLESTON HARBOR is a well-known harbor in Charleston, South Carolina); *In re Hollywood Lawyers Online*, 110 USPQ2d 1852, 1853-54 (TTAB 2014) (holding HOLLYWOOD LAWYERS ONLINE primarily geographically descriptive of attorney referrals, online business information, and an online business directory).

In this case, the terms TRUCK CENTER are highly descriptive as applied to applicant's goods. The attached evidence from *Merriam-Webster* shows TRUCK, means "an automotive vehicle with a short chassis equipped with a swivel for attaching a trailer and used especially for the highway hauling of freight" and CENTER, means "a facility providing a place for a particular activity or service." The applicant's goods are trucks, as evidenced by the identification of goods, and center describes a characteristic of the goods, i.e. where the goods are sold. Thus, TRUCK CENTER does not diminish the overall geographic significance of the composite mark.

Ultimately, when purchasers encounter the applied-for mark in the marketplace, they will immediately understand the mark as identifying the geographic origin of applicant's goods, and not an indication that applicant is the source of the goods. Therefore, the mark is primarily geographically descriptive of the origin of applicant's goods, and registration is refused pursuant to Section 2(e)(2) of the Trademark Act.

Advisory regarding Amendment to the Supplemental Register to Overcome Refusal

The applied-for mark has been refused registration on the Principal Register. Applicant may respond to the refusal by submitting evidence and arguments in support of registration and/or by amending the application to seek registration on the Supplemental Register. *See* 15 U.S.C. §1091; 37 C.F.R. §§2.47, 2.75(a); TMEP §§801.02(b), 816. Amending to the Supplemental Register does not preclude applicant from submitting evidence and arguments against the refusals. TMEP §816.04.

Although registration on the Supplemental Register does not afford all the benefits of registration on the Principal Register, it does provide the following advantages to the registrant:

(1) Use of the registration symbol ® with the registered mark in connection with the designated goods and/or services, which provides public notice of the registration and potentially deters third parties from using confusingly similar marks.

(2) Inclusion of the registered mark in the USPTO's database of registered and pending marks, which will (a) make it easier for third parties to find it in trademark search reports, (b) provide public notice of the registration, and thus (c) potentially deter third parties from using confusingly similar marks.

(3) Use of the registration by a USPTO trademark examining attorney as a bar to registering confusingly similar marks in applications filed by third parties.

(4) Use of the registration as a basis to bring suit for trademark infringement in federal court, which, although more costly than state court, means judges with more trademark experience, often faster adjudications, and the opportunity to seek an injunction, actual damages, and attorneys' fees and costs.

(5) Use of the registration as a filing basis for a trademark application for registration in certain foreign countries, in accordance with international treaties.

*See 15 U.S.C. §§1052(d), 1091, 1094; J. Thomas McCarthy, *McCarthy on Trademarks & Unfair Competition* §§19:33, 19:37 (rev. 4th ed. Supp. 2017).*

Advisory regarding Disclaimer of Generic Wording if Amending to the Supplemental Register

Applicant is advised that, if the application is amended to seek registration on the Principal Register under Trademark Act Section 2(f) or on the Supplemental Register, applicant will be required to disclaim "TRUCK CENTER" because such wording appears to be generic in the context of applicant's goods and/or services. *See 15 U.S.C. §1056(a); In re Wella Corp.*, 565 F.2d 143, 144, 196 USPQ 7, 8 (C.C.P.A. 1977); *In re Creative Goldsmiths of Wash., Inc.*, 229 USPQ 766, 768 (TTAB 1986); TMEP §1213.03(b).

Applicant may submit a disclaimer in the following format:

No claim is made to the exclusive right to use "TRUCK CENTER" apart from the mark as shown.

TMEP §1213.08(a)(i).

For an overview of disclaimers and instructions on how to provide one using the Trademark Electronic Application System (TEAS), see the [Disclaimer webpage](#).

Specimen-Refusal

Specimen does not show use of the mark in commerce. Registration is refused because the specimen does not show the applied-for mark as actually used in commerce in International Class 012. Trademark Act Sections 1 and 45, 15 U.S.C. §§1051, 1127; 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a). An application based on Trademark Act Section 1(a) must include a specimen

showing the applied-for mark as actually used in commerce for each international class of goods identified in the application or amendment to allege use. 15 U.S.C. §1051(a)(1); 37 C.F.R. §§2.34(a)(1)(iv), 2.56(a); TMEP §§904, 904.07(a).

Specifically, the submitted specimen is not an acceptable point-of-sale display showing the mark directly associated with the goods, trucks, because the information necessary for the ordering the goods, trucks, is not provided.

Examples of specimens. Specimens for goods include a photograph of (1) the actual goods bearing the mark; (2) an actual container, packaging, tag or label for the goods bearing the mark; or (3) a point-of-sale display showing the mark directly associated with the goods. *See* 37 C.F.R. §2.56(b)(1), (c); TMEP §904.03(a)-(m). A webpage specimen submitted as a display associated with the goods must show the mark in association with a picture or textual description of the goods and include information necessary for ordering the goods. TMEP §904.03(i); *see* 37 C.F.R. §2.56(b)(1), (c). Any webpage printout or screenshot submitted as a specimen must include the webpage's URL and the date it was accessed or printed on the specimen itself, within the TEAS form that submits the specimen, or in a verified statement under 37 C.F.R. §2.20 or 28 U.S.C. §1746 in a later-filed response. *See* 37 C.F.R. §2.56(c); TMEP §§904.03(i), 1301.04(a).

Response options. Applicant may respond to this refusal by satisfying one of the following for each applicable international class:

- (1) Submit a different specimen (a verified “[substitute](#)” specimen) that (a) was in actual use in commerce at least as early as the filing date of the application or prior to the filing of an amendment to allege use and (b) shows the mark in actual use in commerce for the goods identified in the application or amendment to allege use. A “verified substitute specimen” is a specimen that is accompanied by the following statement made in a signed affidavit or supported by a declaration under 37 C.F.R. §2.20: “The substitute (or new, or originally submitted, if appropriate) specimen(s) was/were in use in commerce at least as early as the filing date of the application or prior to the filing of the amendment to allege use.” The substitute specimen cannot be accepted without this statement.
- (2) Amend the filing basis to [intent to use under Section 1\(b\)](#) (which includes withdrawing an amendment to allege use, if one was filed), as no specimen is required before publication. This option will later necessitate additional fee(s) and filing requirements, including a specimen.

For an overview of the response options referenced above and instructions on how to satisfy these options using the online Trademark Electronic Application System (TEAS) form, see the [Specimen webpage](#).

Response guidelines. For this application to proceed, applicant must explicitly address each refusal and/or requirement in this Office action. For a refusal, applicant may provide written arguments and evidence against the refusal, and may have other response options if specified above. For a requirement, applicant should set forth the changes or statements. Please see “[Responding to Office Actions](#)” and the informational [video “Response to Office Action”](#) for more information and tips on responding.

Please call or email the assigned trademark examining attorney with questions about this Office action. Although an examining attorney cannot provide legal advice, the examining attorney can provide additional explanation about the refusal(s) and/or requirement(s) in this Office action. *See* TMEP §§705.02, 709.06.

The USPTO does not accept emails as responses to Office actions; however, emails can be used for informal communications and are included in the application record. *See* 37 C.F.R. §§2.62(c), 2.191; TMEP §§304.01-.02, 709.04-.05.

Advisory Regarding Hiring Trademark Counsel

Because of the legal technicalities and strict deadlines of the trademark application process, applicant is encouraged to hire a private attorney who specializes in trademark matters to assist in this process. The assigned trademark examining attorney can provide only limited assistance explaining the content of an Office action and the application process. USPTO staff cannot provide legal advice or statements about an applicant's legal rights. TMEP §§705.02, 709.06. See [Hiring a U.S.-licensed trademark attorney](#) for more information.

How to respond. [Click to file a response to this nonfinal Office action.](#)

/Kelly Ryan/
Kelly Ryan
Trademark Examining Attorney
Law Office 305
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kelly.ryan@uspto.gov

RESPONSE GUIDANCE

- **Missing the response deadline to this letter will cause the application to [abandon](#).** The response must be received by the USPTO before midnight **Eastern Time** of the last day of the response period. TEAS maintenance or [unforeseen circumstances](#) could affect an applicant's ability to timely respond.
- **Responses signed by an unauthorized party** are not accepted and can **cause the application to [abandon](#).** If applicant does not have an attorney, the response must be signed by the individual applicant, all joint applicants, or someone with [legal authority to bind a juristic applicant](#). If applicant has an attorney, the response must be signed by the attorney.
- If needed, **find [contact information for the supervisor](#)** of the office or unit listed in the signature block.

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truck 1 of 4 noun (i)

verb verb noun

Synonyms Word History Phrases Containing Related Articles Entries Near Cite this Entry Share Kids Definition More from M-W Show Less ~ Save Word N

1 : a wheeled vehicle for moving heavy articles: such as
a : a strong horse-drawn or automotive vehicle (such as a pickup) for hauling
b : an automotive vehicle with a short chassis equipped with a swivel for attaching a trailer and used especially for the highway hauling of freight
also : a truck with attached trailer

c : a small barrow consisting of a rectangular frame having at one end a pair of handles and at the other end a pair of small heavy wheels and a projecting edge to slide under a load
→ called also *hand truck*

d : a small heavy rectangular frame supported on four wheels for moving heavy objects

e : a small flat-topped car pushed or pulled by hand

f : a shelved stand mounted on casters

2 a : British : an open railroad freight car
b : a swiveling carriage consisting of a frame with one or more pairs of wheels and springs to carry and guide one end (as of a railroad car) in turning sharp curves

3 : a small wheel
specifically : a small strong wheel for a gun carriage

4 : a small wooden cap at the top of a flagstaff or masthead usually having holes for reeving flag or signal halyards

5 : truckful (truk'-fyl) noun

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2022 RAM 1500

truck 2 of 4 verb (1)

trucked; trucking; trucks

transitive verb

: to load or transport on a truck

intransitive verb

1 : to roll along especially in an easy untroubled way

2 : to transport goods by truck

2 a British : an open railroad freight car

b : a swiveling carriage consisting of a frame with one or more pairs of wheels and springs to carry and guide one end (as of a railroad car) in turning sharp curves

3 : a small wheel

specifically : a small strong wheel for a gun carriage

4 : a small wooden cap at the top of a flagstaff or masthead usually having holes for reeling flag or signal halyards

truckful (trôk' fôl') noun

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truck 3 of 4 verb (2)

trucked; trucking; trucks

transitive verb

: to load or transport on a truck

intransitive verb

1 : to roll along especially in an easy untroubled way

2 : to transport goods by truck

3 : to be employed in driving a truck

truck 3 of 4 verb (2)

trucked; trucking; trucks

transitive verb

: to give in exchange : SWAP

2 : to barter or dispose of by barter

intransitive verb

1 : to exchange commodities : BARTER

2 : to negotiate or traffic especially in an underhanded way : have dealings



truck 4 of 4 noun (2)

- 1 : **BARTER**
- 2 : commodities appropriate for barter or for small trade
- 3 : close association or connection
| will have no *truck* with crooks
- 4 : payment of wages in goods instead of cash
- 5 : vegetables grown for market
- 6 : heterogeneous small articles often of little value
also : **RUBBISH**



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Synonyms

Noun (2)

back-and-forth	barter	commutation
dicker	exchange	quid pro quo
swap	trade	trade-off

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Word History

Etymology

Noun (1)

probably back-formation from *truckle* small wheel — more at **TRUCKLE BED**

Verb (2)

Middle English *trucken*, from Anglo-French **truker*, **troker*, from Vulgar Latin **trocare*, probably of imitative origin

First Known Use

Noun (1)

1611, in the meaning defined at **sense 3**



Verb (1)
1748, in the meaning defined at [transitive sense](#)

Verb (2)
13th century, in the meaning defined at [transitive sense 1](#)

Noun (2)
1553, in the meaning defined at [sense 1](#)

Time Traveler

The first known use of *truck* was in the 13th century

See more words from the same century



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Phrases Containing *truck*

breakdown truck	food truck	dump truck
fire truck	garbage truck	hand truck
have/hold/want no truck with	ladder truck	hook and ladder truck

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Articles Related to *truck*



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Dictionary Entries Near *truck*

trucial
truck
truckage

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Style



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Kids Definition

truck 1 of 3 noun

truk (ĕ)

: a vehicle (as a strong heavy wagon or motor vehicle) for carrying heavy articles or hauling a trailer

truck 2 of 3 noun

: close association

| He wanted no truck with criminals.

truck 3 of 3 verb

trucked; trucking

: to transport on or in a truck

More from Merriam-Webster on truck

Nglish: Translation of truck for Spanish Speakers

Britannica English: Translation of truck for Arabic Speakers

Britannica.com: Encyclopedia article about truck



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badminton were places first

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or 'All Intents and
Purposes'?

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Editor Emily Brewster
clarifies the difference.



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Dictionary

Definition

center 1 of 2 noun

center [sen-tər] se-nər

1 **a** : the point around which a circle or sphere is described
broadly : a point that is related to a geometrical figure in such a way that for any point on the figure there is another point on the figure such that a straight line joining the two points is bisected by the original point
→ called also *center of symmetry*

2 **a** : a point, area, person, or thing that is most important or pivotal in relation to an indicated activity, interest, or condition
| a railroad center
| the *center* of the controversy

b : a source from which something originates
| a propaganda center


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c : a group of neurons having a common function
| respiratory center

d : a region of concentrated population
| an urban center

e : a facility providing a place for a particular activity or service
| a day-care center
| a shopping center
| a medical center

3 a : the middle part (as of the forehead or a stage)
b often capitalized
(1) : a grouping of political figures holding moderate views especially between those of conservatives and liberals
(2) : the views of such politicians
| The party's new policies show a shift toward the *center*.
(3) : the adherents of such views

4 a : a player occupying a middle position on a team: such as
(1) : the football player in the middle of a line who passes the ball between his legs to a back to start a down
(2) : the usually tallest player on a basketball team who usually plays near the basket

b : CENTER FIELD

5 a : either of two tapered rods which support work in a lathe or grinding machine and about or with which the work revolves
b : a conical recess in the end of work (such as a shaft) for receiving such a center

centerless (*sen-tər-ləs*) *se-nər-* adjective

center 2 of 2 verb

centered; centering *sen-tir-(ə-)rɪŋ* *se-nər-ɪŋ*
transitive verb

1 : to place or fix at or around a center or central area
| *center* the picture on the wall

cox

TEST YOUR VOCABULARY
The Great British Vocabulary Quiz

Named after Sir Robert Peel, what are British police called?
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Robbies Bobbies

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- 2 : to give a central focus or basis
| *centers* her hopes on her son
| the plot was *centered* on espionage
- 3 : to adjust (things, such as lenses) so that the axes coincide
- 4 a : to pass (a ball or puck) from either side toward the middle of the playing area
b : to hand or pass (a football) backward between one's legs to a back (see BACK entry 1 sense 3) to start a down
- 5 : to play center (see CENTER entry 1 sense 4) on
| *center* a line in hockey

intransitive verb
: to have a specified center : **FOCUS**



• What prepositions are used with *center*? Usage Guide

The intransitive verb *center* is most commonly used with the prepositions *in*, *on*, *at*, and *around*.

At appears to be favored in mathematical contexts; the others are found in a broad range of contexts.

Center around, a standard idiom, has often been objected to as illogical.

The logic on which the objections are based is irrelevant, since *center around* is an idiom and idioms have their own logic.

Center on is currently more common in edited prose, and *revolve around* and similar verbs are available if you want to avoid *center around*.



Synonyms

Noun

axis	base	capital
central	core	cynosure
epicenter	eye	focus
ground zero	heart	hub
locus	mecca	navel
nerve center	nexus	nucleus



omphalos

seat

Verb

centralize

compact

concenter

concentrate

consolidate

polarize

unify

unite

[See all Synonyms & Antonyms in Thesaurus >](#)

Example Sentences

Noun

the *center* of the room

The staircase is in the *center* of the building.

They are *at the center* of a furious debate over whether or not to expand the city's public transportation system.

[See More ▾](#)

Recent Examples on the Web

Noun

The Hendra and Nipah viruses are highly virulent and have been associated with high fatality rates in past outbreaks, said Dr. Paul Duprex, a virologist and director of the *center* for vaccine research at the University of Pittsburgh.

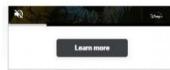
- Adrianna Rodriguez, USA TODAY, 11 Aug. 2022

Candidates are not allowed in the tabulation area, but can watch the process in the lobby of the ballot tabulation *center*.

- Maritza Dominguez, The Arizona Republic, 11 Aug. 2022

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These example sentences are selected automatically from various online news sources to reflect current usage of the word 'center.' Views expressed in the examples do not represent the opinion of Merriam-Webster or its editors. Send us feedback.



Word History

Etymology

Noun

Middle English *centre*, borrowed from Anglo-French, borrowed from Latin *centrum* "point of the stationary leg of a pair of compasses, midpoint of a circle or sphere," borrowed from Greek *kéntron* "sting, goad, point, stationary point of a pair of compasses, midpoint of a circle or sphere;" probably reshaping (after the base verb *kentelín*) of *késtron* "toothed implement, name for several nettle-like plants," from *kentéō, kentelín* "to sting, goad, prick" (going back to Indo-European **ḱent-*, **ḱn-*"sting, prick;" whence Old High German *hantag* "pointed." Latvian *sīts* "hunting spear") + *-tron*, suffix of instruments

Verb

derivative of CENTER entry 1

First Known Use

Noun

14th century, in the meaning defined at sense 1a

Verb

1555, in the meaning defined at transitive sense 1

Time Traveler

The first known use of *center* was in the 14th century

See more words from the same century



Phrases Containing *center*

at the center of things	center forward	center field
center of attention	center ice	center of someone's universe
center of mass	center of gravity	center of excellence

[See More ▾](#)

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Noah Webster's Spelling Wins and Losses
Some of his biggest successes and defeats



Getting to the Heart of 'Epicenter'
The Earth-shaking truth

Dictionary Entries Near *center*

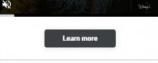
centennial brown
center
center back

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Kids Definition

center 1 of 2 noun

center ([sen-torē](#))

- 1 : the middle part of something
 - | the *center* of a room
- 2 : a person or thing characterized by a particular concentration or activity
 - | She likes to be the *center* of attention.
- 3 : a place used for a particular purpose
 - | day care *center*



- 4** : the middle point of a circle or a sphere equally distant from every point on the circumference or surface
- 5** : a player occupying a middle position on a basketball, football, hockey, lacrosse, or soccer team

[Learn more](#)

center 2 of 2 [verb](#)

centered; centering

- 1** : to place or fix at or around a center or central area
| Can you *center* the picture on the wall?
- 2** : to collect or concentrate at or around one point, group, or person
| His life *centers* around his family.

Medical Definition

center noun

cen-ter

variants or chiefly British **centre** ([sent-ər](#))

: a group of nerve cells having a common function

| the brain stem's respiratory center

→ called also *nerve center*

More from Merriam-Webster on center

English: Translation of *center* for Spanish Speakers
Britannica English: Translation of *center* for Arabic Speakers

Last Updated: 14 Aug 2022

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WORDS AT PLAY



'Dunderhead' and Other
'Nicer' Ways to Say
Stupid



10 Words from Place
Names
Bikini, bourbon, and...



'Pride': The Word That
Went From Vice to
Strength



When Were Words First
Used?
Look up any year to find out.

As illustrated by some very
smart pups

badminton were places first

Do you take pride in Pride?

ASK THE EDITORS



Literally
How to use a word that
(literally) drives some pe...



for all intensive purposes
"All Intensive Purposes"
or "All Intent and
Purposes"?

We're intent on clearing it up



Lay vs. Lie
Editor Emily Brewster
clarifies the difference.



Hot Mess
"The public is a hot mess"

WORD GAMES

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Longwood, Florida

From Wikipedia, the free encyclopedia

Coordinates: 28°42'7"N 81°20'42"W

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Longwood is a city in Seminole County, Florida, United States. The population was 15,087 at the 2020 census. It is part of the Orlando–Kissimmee–Sanford, Florida Metropolitan Statistical Area.

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Geography [\[edit\]](#)

Longwood is located at 28°42'07"N 81°20'42"W.^[6]

According to the United States Census Bureau, the city has a total area of 5.6 square miles (15 km²), of which 5.3 square miles (14 km²) is land and 0.3 square miles (0.78 km²) (5.17%) is water. The city has had two of the oldest trees in America within its borders: The Senator and the remaining Lady Liberty.

Demographics [\[edit\]](#)

At the 2020 census ^[3] there were 15,087 people and 5,697 households in the city. The population density was 2,747.1 per square mile (941.9/km²). There were 5,680 housing units at an average density of 1014.3 per square mile (391.7/km²). The racial makeup of the city was 78.5% White, 8.3% African American, 0.1% Native American, 2.7% Asian, 0.0% Pacific Islander, 0.3% from two or more races, and 6.7% from Hispanic or Latino of any race were 19.2% of the population.

There were 5,697 households.

The median household income was \$65,651.00.

History [\[edit\]](#)

With the advent of World War II, growth began to impact Longwood as military personnel flowed into the new Naval Air Station Sanford to the north and Orlando Army Air Base to the south. By the 1950s, NAS Sanford was being converted into a Master Jet Base for carrier-based heavy attack aircraft and, along with the re-designated Orlando Air Force Base and nearby Pinecastle AFB (later renamed McCoy AFB), saw even more military families renting or purchasing homes in and around Longwood. In 1959, the City had slightly over 1,000 residents and a city limit boundary that measured approximately 1-mile (1.6 km) by 1-mile (1.6 km) square. In 1960, Longwood Elementary School was constructed and opened inside the city limits. During the 1950s and 1960s, the city also boasted its own airport, a single runway grass airstrip used mainly by private airplanes. Longwood Airport was located on the west side of the city and on the north side of State Road 434, until it was closed and developed into tract housing that became The Woodlands subdivision in the mid-1960s.

In 1965, the city served as a film site and backdrop, representing a fictional south Florida town adjacent to a Seminole Indian tribe reservation in the Universal Studios movie *Johnny Tiger*. Released in 1966, the movie starred Robert Taylor, Geraldine Brooks and Chad Everett.

New economic and development opportunities were brought to the area in the 1960s and 1970s, fueled by both the military and the space industry, as newly arriving Longwood residents were employed at Martin-Marietta's new missile plant in Orlando; Naval Air Station Sanford; Orlando Air Force Base (redesignated Naval Training Center Orlando in 1969); and McCoy Air Force Base in Orlando; as well as Cape Canaveral Air Force Station; Patrick Air

Longwood, Florida	
City	
Coordinates:	28°42'7"N 81°20'42"W
Country	United States
State	Florida
County	Seminole
Government	
• Mayor	Matt Morgan, District 4
• Deputy Mayor	Tony Boni, District 2
• Commissioner	Abby Shoemaker
• Commissioner	District 3
• Commissioner	Matt McMillan
• Commissioner	District 4
• Commissioner	Brian D. Sackett
• Commissioner	District 5
Area^[1]	
• City	5.96 sq mi (15.17 km ²)
• Land	5.50 sq mi (14.26 km ²)
• Water	0.35 sq mi (0.91 km ²)
Elevation	75 ft (23 m)
Population (2020)^[2]	
• City	15,087
• Density	2,741.10/sq mi (1,056.26/km ²)
• Metro	2,082,421
Time zone	UTC-5 (EST)
• Summer (DST)	UTC-4 (EDT)
ZIP codes	32750-32779
Area code(s)	407, 689, 321
FIPS code	12-41250 ^[3]
GNIS feature ID	0286097 ^[4]

Force Base; and the NASA John F. Kennedy Space Center in Brevard County. The development and opening of Walt Disney World in October 1971, along with other tourist attractions and the high technology corridor of businesses, especially those engaged in the modeling, simulation and training (MS&T) industry and associated military training systems activities near Florida Technological University (FTU), now the University of Central Florida (UCF), fueled even further growth. Short-term economic downturns caused by the closure of NAS Sanford in 1968 and McCoy AFB in 1975 were offset with other economic growth across Central Florida during the 1970s and 1980s. As a result, Longwood developed into primarily a residential community for residents working elsewhere in Seminole County or in adjacent Orange County. By 2000, the city had taken significant steps to revitalize its downtown historic district, expanded its borders through annexation and in the process gained a resident population exceeding 13,700.^[7]

Economy [edit]

Top employers [edit]

According to the City's 2020 Comprehensive Annual Financial Report,^[8] the top employers in the city are:

#	Employer	# of Employees	% of Total City Employment
1	South Seminole Hospital	1032	8.83%
2	UPS	703	6.01%
3	D&A Building Services	338	2.89%
4	Comprehensive Energy Services	272	2.33%
5	Collis Roofing	231	1.98%
6	Seminole County Schools	222	1.90%
7	S.I. Goldman	176	1.51%
8	City of Longwood	170	1.45%
9	Longwood Health and Rehabilitation Center	162	1.39%
10	Arc Delray	159	1.36%

Historical population		
Census	Pop.	% ^a
1890	57	—
1920	106	—
1930	318	200.0%
1940	406	27.7%
1950	717	76.6%
1960	1,689	135.6%
1970	3,203	89.6%
1980	10,029	213.1%
1990	13,316	32.8%
2000	13,745	3.2%
2010	13,657	-0.6%
2020	15,087	10.5%
U.S. Decennial Census ^[8]		



"The Senator" in 2012

Points of interest [edit]

- Bradley-McIntyre House
- Longwood Hotel
- Longwood Historic District
- Longwood (SunRail station)
- Senator (tree)



Clock tower in Longwood

Schools [edit]

The city of Longwood's public schools are a part of Seminole County Public Schools. Longwood contains four public elementary schools (K–5), two public middle schools (6–8), and one public high school (9–12). Two additional high schools are located outside of Longwood, but draw some students from within the city limits.

Elementary schools (public) [edit]

- Longwood Elementary School (Closed in 2011, but reopened in the 2017–2018 school year)^[9]
- Sabal Point Elementary School
- Wekiva Elementary School
- Woodlands Elementary School



Bradlee-McIntyre House

Middle schools (public) [edit]

- Milwae Middle School
- Rock Lake Middle School
- Teague Middle School (in Altamonte Springs)
- Greenwood Middle School (in Lake Mary)

High schools (public) [edit]

- Lyman High School
- Lake Mary High School (in Lake Mary)
- Lake Brantley High School (in Altamonte Springs)

Congregations [edit]

Longwood area congregations include the following, which share in an annual community Thanksgiving Eve worship and an annual CROP walk to combat hunger:

- Altamonte Chapel – United Church of Christ
- Annunciation Roman Catholic Parish
- Episcopal Church of the Resurrection
- First Baptist Church of Altamonte Springs (in Longwood located at 900 North St. Longwood)
- First Pentecostal Church of Longwood (Unknown if participates in referenced activities)
- Northland Church
- Palm Springs Drive Baptist Church 601 Palm Springs Dr, Altamonte Spgs, FL 32701
- Parkside Fellowship Church of the Nazarene
- Rolling Hills Moravian Church
- Santando United Methodist Church
- St Mark's Presbyterian Church PC(USA)
- St Stephen Lutheran Church (ELCA)
- Wekiva Presbyterian Church PC(USA)



Longwood SunRail Station

Notable people [edit]

- Jared Bernhardt, wide receiver for the Atlanta Falcons
- Bishop Clint S. Brown, gospel musician and pastor
- Peter Demens, co-owner first mill, built Orange Belt Railroad, co-founded St. Petersburg
- Mandy Moore, singer, songwriter, actress and voice actress
- Matt Morgan, former WWE and Impact Wrestling, current Mayor of Longwood.
- David Richardson, first openly gay member of Florida House of Representatives (D-FL-113), representing Miami and Miami Beach
- Phyllis Thaxter, actress
- Logan Warmoth, shortstop in the Toronto Blue Jays organization
- Graham Zusi, a United States men's national soccer team soccer player, operated as midfielder
- Rusty Day, a singer with the band Cactus, was shot and killed at his house at 173 Parsons Road, on June 3 1982.

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- 3 ^ a b "U.S. Census website". United States Census Bureau. Retrieved 2008-01-31.
- 4 ^ "US Board on Geographic Names". United States Geological Survey. 2007-10-25. Retrieved 2008-01-31.
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- 6 ^ "Census of Population and Housing". Census.gov. Retrieved June 4, 2015.
- 7 ^ "A Brief History of Longwood". LongwoodFL.org. Archived from the original on 2009-03-14. Retrieved 2014-06-05.
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- 9 ^ Martin, Annie. "Longwood Elementary reopening as Seminole adds students". OrlandoSentinel.com. Retrieved 24 November 2021.

External links [edit]

- City of Longwood (official site) 
- Seminole County Convention and Visitors Bureau 
- RICHES Historical Collection of Longwood 



V-T-E	Municipalities and communities of Seminole County, Florida, United States	[show]
V-T-E		
V-T-E	Greater Orlando	[show]

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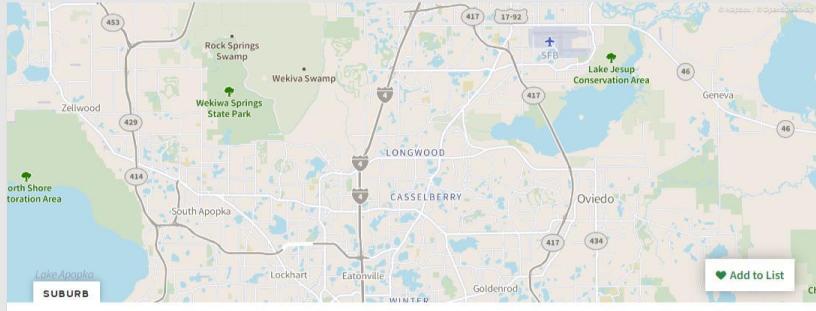
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Orlando
Longwood
#26 in Best Suburbs to Live in Orlando Area
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How are grades calculated?
Data Sources

A- Public Schools **C+** Crime & Safety
B Housing **B** Nightlife
A- Good for Families **A** Diversity

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Longwood is a suburb of Orlando with a population of 15,514. Longwood is in Seminole County and is one of the best places to live in Florida. Living in Longwood offers residents a sparse suburban feel and most residents own their homes. Many young professionals and retirees live in Longwood and residents tend to have moderate political views. The public schools in Longwood are highly rated.

Reviews

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About Longwood...
Suburb
Population
15,514
Florida / Seminole County

Suburb of Orlando
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Real Estate

Median Home Value
\$229,700
National \$229,800

Median Rent
\$1,266
National \$1,096

Area Feel ⓘ
Sparse Suburban

Rent vs. Own
Rent 33%
Own 67%

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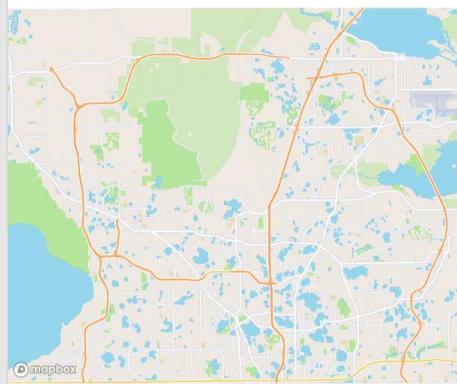
Sponsored ALL-GIRLS SCHOOL
Elizabeth Seton High School ✓
Private School • BLADENSBURG, MD
• 9-12 • ★★★★☆ 314

Sponsored CHRISTIAN SCHOOL
One School of the Arts ✓
Private School • LONGWOOD, FL
• PK, K-12 • ★★★★☆ 44

Sponsored CATHOLIC SCHOOL
Cardinal Gibbons High School ✓
Private School • FORT LAUDERDALE, FL
• 9-12 • ★★★★☆ 316

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Niche ranks thousands of places to live based on key statistics from the U.S. Census and expert insights.

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Best Suburbs to Buy a
House in Florida
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Crime & Safety

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Current Safety		Property Crimes			
	Calculated annually per 100,000 residents	National	Calculated annually per 100,000 residents		
Assault	190	282.7	Burglary	297.6	500.1
Murder	0	6.1	Theft	1,279	2,042.8
Rape	12.7	40.7	Motor Vehicle Theft	63.3	284
Robbery	50.7	135.5			

[More About Longwood Crime >](#)

Residents

Diversity

A Based on ethnic and economic diversity.

Age		Education Levels	National
<10 years	11%	Master's degree or higher	8% 13%
10-17 years	7%	Bachelor's degree	20% 20%
18-24 years	7%	Some college or associate's degree	35% 29%
More ▾		More ▾	

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 **Faith Lutheran School**
EUSTIS, FL • Private School • PK, K-8 [How to Apply](#)

Working in Longwood

Jobs

B Based on employment rates, job and business growth, and cost of living.

Median Household Income
\$65,651
National \$64,994

[Search for Jobs in Longwood](#)

Places to Work in Longwood

- U.S. Hunger ★★★★★ 2 reviews
- Collis Roofing ★★★☆☆ 1 review
- Interventional Associates ★★★★★ 1 review

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● Public Schools Private Schools

Top Public Schools Serving Longwood

- A Choices in Learning Charter School ★★★★★ 2 reviews
- A Seminole Science Charter School ★★★★★ 18 reviews
- A Lake Mary High School ★★★★★ 546 reviews
- A- Crooms Academy of Information Technology ★★★★★ 157 reviews
- A- Audubon Park School

[See All 33 Public Schools in Longwood >](#)

● **Casselberry**
Suburb of Orlando, FL • ★★★★★ 81 reviews

● **Wardview Park**

● **Lake Terrace**
Neighborhood in Orlando, FL

● **Fern Park**

Neighborhood in Orlando, FL

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Suburb of Orlando, FL • ★★★★☆ 17 reviews

Longwood Reviews ★★★★☆ 94 reviews

★★★★★ Excellent	40
★★★★☆ Very Good	30
★★★★☆ Average	20
★★☆☆☆ Poor	3
★★☆☆☆ Terrible	1

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● Reviews

★★★★☆
I have lived in Longwood my entire life. Throughout the years I have picked up on many pros and cons. One of the main positives is the overall energy. Longwood is filled with so many nice, lovable people who will go out of their way to help out. After many of the hurricanes

Current Resident · Aug 27 2019 · Overall Experience · Report

★★★★☆
I would like for the community to "keep up with the times" and attract the younger demographic. I also feel that the public school system could be better and set students up for success. In general, the school systems should have courses that help kids determine

Current Resident · July 26 2020 · Overall Experience · Report

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The screenshot shows the Tripadvisor website for activities in Longwood, Florida. At the top, there's a banner with a mobile device displaying the app interface. The main navigation bar includes links for Plus, Review, Trips, Alerts, Sign In, Cart, and categories like Longwood, Hotels, Things to Do, Restaurants, Flights, Vacation Rentals, Shopping, Vacation Packages, Cruises, and Rental Cars. Below the navigation, the breadcrumb trail shows United States > Florida (FL) > Central Florida > Longwood > Things to Do in Longwood. To the right, it says "Things to Do in Longwood, FL - Longwood Attractions". The main section title is "Things to Do in Longwood". There are filters for "Enter dates", "Map", and "Traveler favorites". A sidebar on the left lists "Category types" such as Attractions (Tours, Outdoor Activities, Food & Drink, Classes & Workshops, Shopping), Types of Attractions (Spas & Wellness, Sights & Landmarks, Fun & Games), and "Show more" and "Traveler rating" dropdowns. The main content area shows two attractions: 1. Wekiva Island (Marinas, Open now) and 2. Hourglass Brewing (Great fish tacos from the food truck and a beer from the bar. find a seat by the river and relax.). A yellow banner at the bottom offers a 10% discount for booking through the app with code APP10, and a "Get the app" button.

Things to Do in Longwood

Enter dates Map Traveler favorites

Category types

Attractions

- Tours
- Outdoor Activities
- Food & Drink
- Classes & Workshops
- Shopping

Show more ▾

Types of Attractions

- Spas & Wellness
- Sights & Landmarks
- Fun & Games

Show more ▾

Traveler rating ▾

1. Wekiva Island

2. Hourglass Brewing

Get 10% off Things to Do when you book in the app. Use code: APP10 Terms apply

Get the app

The screenshot shows a travel app interface with a yellow header bar at the top and bottom. The top header features a promotional banner for booking through the app with code APP10. The main content area displays a list of six attractions:

- 3. Aiguille Rock Climbing Center**
Sports Complexes
Open now
By RobertWilliamMartin
You can also just pay for bouldering, which is a lot of fun
- 4. Big Tree Park**
Parks
By deet690
I used to visit the park often until a druggie burned down The Senator. The park is nice for picnics, walks and viewing...
- 5. Spring Hammock Preserve**
Nature & Wildlife Areas • Parks
By Chandler237
The trails are woodsy which I like. The educational plaques have seen better days though. Staff on site were very...
- 6. Bradlee-McIntyre House**

The bottom header also features a promotional banner for booking through the app with code APP10. There are also "Get the app" buttons at the top and bottom right corners.

Your Weekend is Waiting for You
Explore nearby downtowns, craft breweries and scenic vistas this weekend.
[Learn more](#)



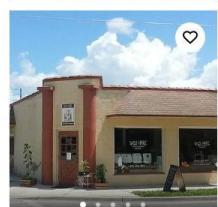
7. Longwood Historic District

4.5 ●●●○ 12

Historic Sites • Neighborhoods

By lindacJ3858DQ

At the Park is-Movie Park-Food Trucks-Farmers Market-car show-Arts and Crafts and of course Christmas Parade, all...



8. Wild Hare Natural Market

4.5 ●●●○ 1

Specialty & Gift Shops

Open now

By 463alyssae

Parking is mostly behind the building (rocky gravel, can't take our low sports car) with a couple spots along the...



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[Get the app](#)

X

Ad
Your Weekend is Waiting for You
Explore nearby downtowns, craft breweries and scenic vistas this weekend.
[Learn more](#)



Our daughter loves visiting this doll store and there isn't another like it. Great service, great dolls and a memory...



10. RV Rentals of Orlando

4.5 ●●●○ 12

Gear Rentals

Open now

By N1782JKlaured

Great customer service with a wide selection of campers. We have used this company for several of our summer camping...



11. Acme Superstore

Specialty & Gift Shops

Open now

By Radventureland

On a recent trip to Orlando to visit the usual theme parks and attempt to get as fat as possible on American food!..



Get 10% off Things to Do when you book in the app. Use code: APP10 [Terms apply](#)

Get the app

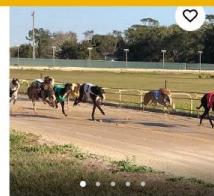
X

Ad

Your Weekend Is Waiting for You

Explores nearby downtowns, craft breweries and scenic vistas this weekend.

[Learn more](#)



Horse Tracks

Open now

By DaveW172

The facility is showing its age, but the track is well maintained and manicured. The handlers and staff are...



13. Best Used Books

Specialty & Gift Shops

By LizzardicusSpark

Because not only can you hunt through stacks and stacks of books... But you can also hunt for nerd merch! Toys, games...

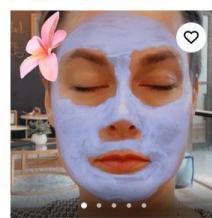


14. The Orlando Glassblowing Center

Paint & Pottery Studios

By Wynners1995

Well not exactly, but we had a fun time doing it and were happy with the results.

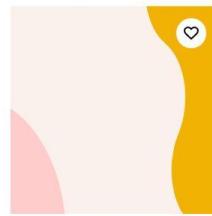


15. SkinCare by Gale Richards

Spas
Open now

By kathyW2454VF

I just love getting my monthly **facial** with Gale!

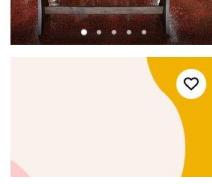


16. Hand and Stone Massage

Spas
Open now

By lynk441

She was exceptionally thorough, detailing every step of the process. I cannot exactly document what she did as I do not...

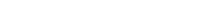


17. Woof Gang Bakery & Grooming

Spas

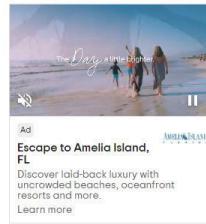
By 815dougP

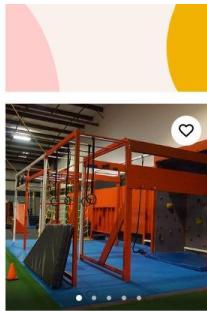
Tee times were sparse, drinks on the course we outrageously priced. Alaqua is not crowded, great layout, food is...



18. Alaqua Country Club

Golf Courses


Ad
Escape to Amelia Island, FL
Discover laid-back luxury with uncrowded beaches, oceanfront resorts and more.
[Learn more](#)



19. Urban Ninja Parkour

●●●●○ 3
Health Clubs

By 406shelleyb

There's an elevated space with tables & chairs for party refreshments and great view for parents to watch...



20. The Legacy at Alqua Lakes

●●●●○ 6
Other Outdoor Activities By Premier_Cru_USA
Open now

More photos 12 · See all reviews · Write a review

[Get the app](#) X



Get 10% off Things to Do when you book in the app. Use code: APP10 [Terms apply](#)


Ad
Escape to Amelia Island, FL
Discover laid-back luxury with uncrowded beaches, oceanfront resorts and more.
[Learn more](#)



21. The Towncar Chauffeur

●●●●○ 18
Taxis & Shuttles

By Safari770587

I was having a hard time finding what I wanted until I found Dave. He always emailed me back within minutes, was very...



22. Nu Natural

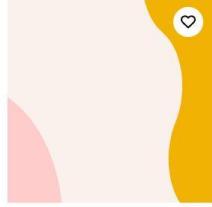
●●●●○ 1
Speciality & Gift Shops Open now

By sarren126

In this nicely set up shop. There is a massage therapist in duty--call for times and dates--and all manners of natural.

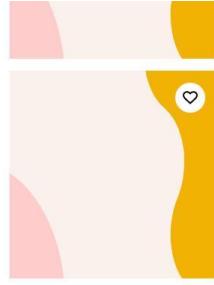

23. Absolute Massage & Skin Care
2 reviews
Spas
By MarinaM52


Ad
Escape to Amelia Island, FL
Discover laid-back luxury with uncrowded beaches, oceanfront resorts and more.
[Learn more](#)


24. Wekiva Golf Club
6 reviews
Golf Courses
By 256kenneth
Enjoyed the round. Course in good shape, greens slow but true. Staff was friendly and helpful. Local knowledge is...


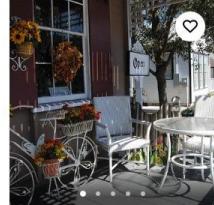
25. Coffee and Canvas
2 reviews
Paint & Pottery Studios

**Escape to Amelia Island,
FL**
Discover laid-back luxury with uncrowded beaches, oceanfront resorts and more.
[Learn more](#)



27. Diamond Player's Club - Wekiva

●●●●○ 1
Golf Courses



28. Cottage Gift Shop

●●●●○ 3
Specialty & Gift Shops

By sarren126

The shop is in the Historical Inside Outside House (an early pre-fab home built up north in 1870, shipped and rebuilt...)



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X

29. Alestone Brewing Co.

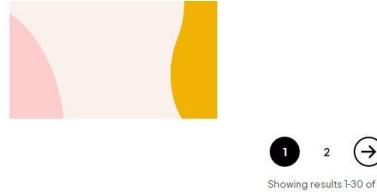
●●●●○ 1
Breweries

Open now



30. Lost & Found

Bars & Clubs



What travelers are saying

387Indy

FL Traveler

AlexanderDFraser

Get the app

X

Get 10% off Things to Do when you book in the app. Use code: APP10 [Terms apply](#)

Wekiva Island is a pristine wilderness w/wildlife, however you can buy food, rent a kayak. The park has a section for swimming & tubing, you also have a section where you can canoe & kayak. The Wekiva River w/Rock Springs Run & Black...

[Read more](#)

Written November 15, 2021

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC. TripAdvisor performs checks on reviews.

I love this brewery. The atmosphere is unique and interesting. The staff are all very nice and helpful. The beers are AWESOME!!! If you like craft beer you have to visit this brewery.

Written December 3, 2019

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC. TripAdvisor performs checks on reviews.

Super fun for the whole family

This is a fantastic place for date night or family fun on the weekends. Lots of different levels so everyone can have fun.

Written October 11, 2017

This review is the subjective opinion of a TripAdvisor member and not of TripAdvisor LLC. TripAdvisor performs checks on reviews.

Frequently Asked Questions about Longwood

[What are the top attractions to visit in Longwood?](#)

▼

[What are the best outdoor activities in Longwood?](#)

▼

[What are the most popular things to do in Longwood with kids?](#)

▼



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Facilities

History

Mission Statement

Residents

Flag Retirement Program

Visitors

Home > Community > History

History

A Brief History of Longwood

Longwood has been a destination point for Florida travelers since coastal tribes used The Senator, an ancient bald cypress, to find their way overland from the St. Johns River to trading grounds at Spring Hammock. This was what the wilderness sanctuary early tribes found when they escaped inland from the Spanish. Later, when Creeks and others from the tribes of the Southeast United States fled into Spanish Florida and settled new villages among escaped African slaves, they became the Seminoles. The word 'Seminole' is adopted from Spanish and Creek terms for people who live away from others. The Senator, at more than 3000 years old, is easily Central Florida's oldest tourist attraction and can still be seen today at Big Tree Park in Seminole County's Spring Hammock Preserve near Longwood.



The early settlement of Orange, Lake, Brevard, Volusia, and Osceola Counties that make up the Orlando Metro Area. Central Florida's development began after the Second Seminole War (1837-1842). By the early 1860s, both Sanford and Orlando were small settlements that had developed near the Seminole War forts built between 1837 and 1838. Settlers began arriving at what would become Longwood during the lull between the end of the Seminole Wars in the 1850s and the beginning of the Civil War.



John Neill Searcy

The earliest settlers to the Longwood area arrived in the early 1870s. John Neill Searcy came from Tennessee in March of 1873, and Edward Warren Henck arrived from Boston in November of the same year. Both came by steamboat up the St. Johns River to Sanford and were soon granted Longwood homesteads. A small community had begun to develop.

Mr. Henck found the Hartley Family homesteading at Fairy Lake which is now the Columbus Harbor neighborhood when he first arrived. "There were no other inhabitants in what is now the corporation of Longwood," Henck wrote in a brief history of his early days in Florida for historian William Fremont Blackman's History of Orange County, Florida, published in 1927.

E.W. Henck was a railroad man, hotel owner, and real estate promoter who served with the E.W. Henck honor guard that accompanied President Abraham Lincoln's body on the train trip from Washington to Illinois. After 2 days at Mellonville's "so-called hotel," Henck set out South on foot.

Fifteen miles to the south, he selected his homestead on land south of Myrtle Lake. The mail rider was replaced by Joseph Bumby's stage line when, on May 19, 1876, the Longwood Post Office was established with Henck as the first postmaster. He selected the name Longwood after a suburb of Boston, which he as a young engineer helped layout.

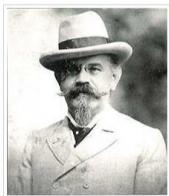


The South Florida Railroad

Henck began making horseback trips to search for a route for a railroad linking Sanford and Orlando, then a mere trading post. Henry Sanford provided some of the lands. Henck led a group of local businessmen in getting the first post-Civil War railroad, the South Florida Railroad, constructed in Florida. The South Florida Railroad began construction in the fall of 1879, and regular rail service between Orlando and Sanford started on November 15, 1880. Eventually, Henck sold controlling interest in his railroad to the Henry Plant rail system. He also initiated the construction of the Longwood Hotel, which was completed in 1886. Henck was elected Longwood's first mayor in 1885.

A decade later, and under Henck's steady real estate promotions, Longwood had 5 churches, 3 hotels, including 2 built by Henck, 8 stores, and a weekly newspaper.

Another early settler from Boston, Frederick Rand, together with the Searcy family, founded Christ Episcopal Church, which still stands on Church Avenue. Rand's parents raised funds in Boston to assist with the building of the church. Rand was also associated with Henck and the founding of the railroad. Although the railroad from Sanford to Jacksonville was not completed until the mid-1880s, the railroad from Sanford to Orlando, completed in 1880, increased access to the area for those who arrived by steamship. Growth was rapid, and by 1886 the population was 1,000. Longwood was among the largest communities in Orange County (Seminole County was formed in 1913).



P.A. Demens

Another notable early settler of Longwood is Mr. Pyotr Alekseyevich Dementyev. The 1884-85 State Gazetteer and Business Directory lists Longwood's chief industry as the P.A. Demens and Co. sash, door, and blind factory. In those days, it was the major supplier of lumber and building materials for much of the area. The company's owner was Pyotr Alekseyevich Dementyev, whose name was later shortened to Peter Demens. He was 31 when he came to Florida in June 1881 as an expatriate nobleman who had been on the losing end of a political feud in Czarist Russia.

Upon arriving in Longwood, Mr. Demens bought 30 acres of groves and a 30 percent interest in a local sawmill, later buying out his partners. His expansion plans included a contract to build railroad station houses from Lakeland to Dade City. He also supplied labor and material for buildings at Rollins College.

He became the owner of a charter for a railroad to run from the community of Lake Monroe to south of Lake Apopka when its owners couldn't pay a debt. He completed the line to the new town of Oakland and later to the Tampa Bay area. The town at the end of the line became St. Petersburg, a name selected by one of his partners to honor Demens' hometown. By 1889, though, Demens sold his railroad to get out of debt and moved to North Carolina.

The Great Freeze of December

The Great Freeze of December 1894 and January 1895 had a devastating impact on the citrus industry and caused a major exodus from Central Florida. By the 1900 census, Longwood's population had declined to 325.

During the 1910-1920 period, the area started to grow again, and by the mid-1920s the Boom Era was at its peak. In 1923 the Town of Longwood was incorporated as a city, and the Dixie Highway was constructed near where County Road 427 is located today.

Development as a Residential Community

With the coming of the Depression, development stopped. The City's only bank failed in 1932 and Longwood sought, unsuccessfully, to disincorporate. Toward the end of the 1930s, some growth did occur, and by the 1940s the population of the incorporated city was 406. New economic and development opportunities were brought to the area in the 1960s and 1970s, fueled by both the space industry and the development of Walt Disney World and other attractions. With the growth of



Central Florida during the 1970s and 1980s, Longwood developed into primarily a residential community, and by 2000, the population exceeded 13,700.

Credit: Jim Robison and Images of Longwood



Agendas & Minutes



Employment



Online Bill Payment



Parks and Recreation



Report a Concern



Video Tourbook



Business Spotlight



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175 West Warren Avenue
Longwood, FL 32750
Phone: 407-260-3440
Police Dispatch After Hours: 407-339-1297

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MONSTER DASH VISIT RESEARCH EVENTS JOIN GIVE STORE ABOUT US

DOUR STORY

Founded for Preservation

The Longwood Historic Society was founded in 1969 with the mission of identifying and preserving historic buildings. In 1971 the [Bradlee-McIntyre House](#) and the [Inside-Out House](#) were acquired and in 1973 they were moved to their current locations in historic Longwood.

Through a combination of grants, fundraising efforts and private funds they have been restored to their present condition. In 1998 the Society acquired the Longwood Civic League/Woman's Club building (now referred to as the [Historic Civic Center](#)). The restoration process is ongoing while the building is also being used for the Longwood Historic Society membership meetings and public rentals.

The Society conducts a variety of fundraising events each year with the monies dedicated exclusively for the maintenance and restoration efforts of the historic buildings as well as the education of the public about our region's rich history.



Longwood Historic Society has many ways for members to get involved from event committees to outreach committees and projects. All you have to do is [contact us](#) with your area of interest and we will welcome your help and support.

[JOIN THE SOCIETY](#)

[VISIT LONGWOOD](#)



The Bradlee-Mac on the move from its original home in Altamonte Springs to Longwood in 1973.

Our Properties



HISTORIC CIVIC CENTER

Constructed in 1880, this structure is the oldest surviving building to originally exist in Longwood. Available for rental for public gatherings and receptions.



BRADLEE-MCINTYRE HOUSE MUSEUM

This upscale home was built in 1885 in nearby Altamonte Springs. It was moved to Longwood by the Society in 1973. Today it is a museum open to tours.



INSIDE-OUTSIDE HOUSE

As an early prefab home, it was assembled in 1873 in Altamonte Springs and moved to Longwood in 1973. Today it is home to a quaint shop called Cottage Gifts.

[RENT THIS BUILDING](#)

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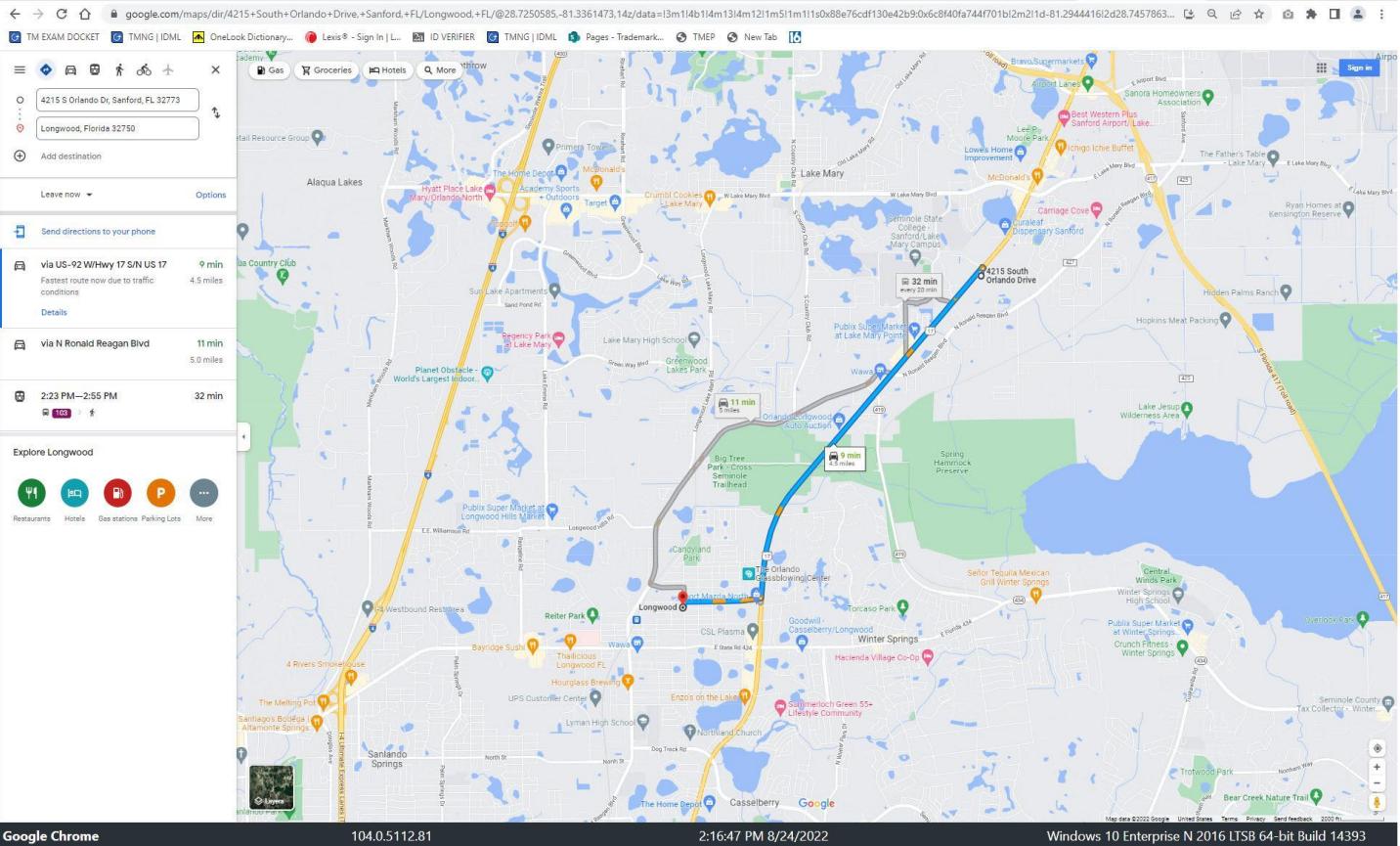
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SPECIAL INTEREST
MONSTER DASH
7-FOOT SANTA



*Longwood
Historic Society*



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United States Patent and Trademark Office (USPTO)

USPTO OFFICIAL NOTICE

Office Action (Official Letter) has issued

on August 24, 2022 for

U.S. Trademark Application Serial No. 97120169

A USPTO examining attorney has reviewed your trademark application and issued an Office action. You must respond to this Office action in order to avoid your application abandoning. Follow the steps below.

(1) [**Read the Office action**](#). This email is NOT the Office action.

(2) **Respond to the Office action by the deadline** using the Trademark Electronic Application System (TEAS). Your response must be received by the USPTO on or before 11:59 p.m. **Eastern Time** of the last day of the response period. Otherwise, your application will be [abandoned](#). See the Office action itself regarding how to respond.

(3) **Direct general questions** about using USPTO electronic forms, the USPTO [website](#), the application process, the status of your application, and whether there are outstanding deadlines to the [Trademark Assistance Center \(TAC\)](#).

After reading the Office action, address any question(s) regarding the specific content to the USPTO examining attorney identified in the Office action.

GENERAL GUIDANCE

- [**Check the status of your application periodically**](#) in the [Trademark Status & Document Retrieval \(TSDR\)](#) database to avoid missing critical deadlines.
- [**Update your correspondence email address**](#) to ensure you receive important USPTO notices about your application.
- [**Beware of trademark-related scams**](#). Protect yourself from people and companies that may try to take financial advantage of you. Private companies may call you and pretend to be the USPTO or may send you communications that resemble official USPTO documents to trick you. We will never request your credit card number or social security number over the phone. And all official USPTO correspondence will only be emailed from the domain “@uspto.gov.” Verify the correspondence originated from us by using your Serial Number in our database, [TSDR](#), to confirm that it appears under the “Documents” tab, or contact the [Trademark Assistance Center](#).

- **Hiring a U.S.-licensed attorney.** If you do not have an attorney and are not required to have one under the trademark rules, we encourage you to hire a U.S.-licensed attorney specializing in trademark law to help guide you through the registration process. The USPTO examining attorney is not your attorney and cannot give you legal advice, but rather works for and represents the USPTO in trademark matters.