

Greene William Britton
Form 3
February 22, 2005

FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0104
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *

Â Greene William Britton

(Last) (First) (Middle)

245 RIVERSIDE
AVENUE,Â SUITE 500

(Street)

JACKSONVILLE,Â FLÂ 32202

(City) (State) (Zip)

2. Date of Event Requiring Statement

(Month/Day/Year)

02/15/2005

3. Issuer Name **and** Ticker or Trading Symbol
ST JOE CO [JOE]

4. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

☐ Director ☐ 10% Owner
☒ Officer ☐ Other
(give title below) (specify below)
Division President

5. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
☒ Form filed by One Reporting Person
☐ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security
(Instr. 4)

2. Amount of Securities Beneficially Owned
(Instr. 4)

3. Ownership Form:
Direct (D)
or Indirect (I)
(Instr. 5)

4. Nature of Indirect Beneficial Ownership
(Instr. 5)

Common Stock

22,500

D Â

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

SEC 1473 (7-02)

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security
(Instr. 4)

2. Date Exercisable and Expiration Date
(Month/Day/Year)

Date Exercisable

3. Title and Amount of Securities Underlying Derivative Security
(Instr. 4)

Title

4. Conversion or Exercise Price of Derivative Security

5. Ownership Form of Derivative Security:
Direct (D)

6. Nature of Indirect Beneficial Ownership
(Instr. 5)

Edgar Filing: Greene William Britton - Form 3

		Expiration Date		Amount or Number of Shares		or Indirect (I) (Instr. 5)	
Stock Option (right to buy)	05/14/2005 ⁽¹⁾	05/14/2011	Common Stock	10,256	\$ 25	D	Â
Stock Option (right to buy)	08/19/2005 ⁽²⁾	08/19/2012	Common Stock	8,000	\$ 29	D	Â
Stock Option (right to buy)	08/18/2005 ⁽³⁾	08/18/2013	Common Stock	15,000	\$ 32.65	D	Â
Stock Option (right to buy)	02/09/2005 ⁽⁴⁾	02/09/2014	Common Stock	25,000	\$ 40.8	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Greene William Britton 245 RIVERSIDE AVENUE SUITE 500 JACKSONVILLE, FL 32202	Â	Â	Â Division President	Â

Signatures

/s/ William Britton
Greene

02/22/2005

____Signature of Reporting
Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The options will vest in two equal installments on May 14, 2005 and 2006.
- (2) The options will vest in two equal installments on August 19, 2005 and 2006.
- (3) The options will vest in three equal annual installments commencing on August 18, 2005.
- (4) 6,250 of the options vested on February 9, 2005, and the remaining options will vest in three equal annual installments commencing February 9, 2006.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.
Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.