FORM 4

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

nington, D.C. 20549	OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

							. ,														
1. Name and Address of Reporting Person*						2. Issuer Name <b>and</b> Ticker or Trading Symbol ST JOE CO [ JOE ]									5. Relationship of Reporting Person(s) to Issuer (Check all applicable)						
CONNOLLY JANNA L						DI JOE CO [ JOE ]										Direc	ctor	10%	Owner		
(Last) (First) (Middle)																	er (give title v)	Othe below	r (specify v)		
(Last)	(Fi		3. Date of Earliest Transaction (Month/Day/Year)										_	hiof Accou	unting Office	r					
245 RIVERSIDE AVENUE						09/18/2010									Chief Accounting Officer						
CHUTE	00																				
SUITE 500																					
							4. If Amendment, Date of Original Filed (Month/Day/Year)									6. Individual or Joint/Group Filing (Check Applicable Line)					
(Street)	NVILLE F	т .	32202												X Form filed by One Reporting Person						
JACKSO	INVILLE I	L ,	32202												Form filed by More than One Reporting						
															Person						
(City)	(St	ate) (	Zip)																		
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned																					
1. Title of S	Security (Inst	r. 3)		2. Trans	action	ction 2A. Deemed				3. 4. Securities Acquired (A)							ount of	6. Ownership	7. Nature		
		•		Date (Manth/	DavilVaa	Execution Date,				Transaction Disposed Of (D) (Inst			)) (Instr.	. 3, 4 aı			ties	Form: Direct (D) or Indirect	of Indirect Beneficial		
(Month/D					Dayrtea	ay/Year) if any (Month/Day/Year)			Code (Instr. 5) 8)				Benefi		d Following	(I) (Instr. 4)	Ownership				
									<del>-</del>			(A) or		Repor			```	(Instr. 4)			
						Code	l۷	Amount		(A) or (D)	Price		Transaction(s) (Instr. 3 and 4)								
Common Stock 09/18/						/2010					194	194		\$24	.43 29,34		9,341	D			
		To	bla II - F	)	i C		witi o o	A 0 00 1 1 i	"ad D	ione			) o m o f	المنما				<u>'</u>			
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																					
1. Title of	2.	3. Transaction	3A. Deem	ed	4.	. 5. Number 6. Date Exercisable and 7. Title and									8. Pr	ice of	9. Number o	f 10.	11. Nature		
Derivative	Conversion	Date	Execution		Transa		n of I		Expiratio	Expiration Date			Amount of			ative/	derivative	Ownership	of Indirect		
Security (Instr. 3)	or Exercise Price of	(Month/Day/Year)	if any (Month/Day	w/Vear\	Code (	Instr.			(Month/D	ay/Ye	ear)		urities lerlying		Security (Instr. 5)		Securities Beneficially	Form: Direct (D)	Beneficial Ownership		
(ilisti. 3)	ay/Year)   8)				Acquired							(ilisti. 5)		Owned	or Indirect	(Instr. 4)					
Derivative Security							(A) OI						urity (In	ıstr. 3			Following	(I) (Instr. 4)	Ι΄ ΄		
							of (D)	Disposed of (D)				and	4)				Reported Transaction(s)	(s)			
							(Instr	. 3, 4									(Instr. 4)	(*)			
				L			and 5)														
										Amount					- 1	1					
													or Numb								
									Date	_ [,	Expiration		of	iiibei							
					Code	V	(A)	(D)	Exercisa	ble	Date	Title	Sha	ares				- 1	1		

**Explanation of Responses:** 

Remarks:

/s/ Reece B. Alford, by power

09/21/2010

of attorney

\*\* Signature of Reporting Person

Date

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

- \* If the form is filed by more than one reporting person, see Instruction 4 (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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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 Number.