
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported):

July 8, 2014

The St. Joe Company

(Exact name of registrant as specified in its charter)

Florida

1-10466

59-0432511

(State or other jurisdiction
of incorporation)

(Commission
File Number)

(I.R.S. Employer
Identification No.)

133 South WaterSound Parkway, WaterSound,
Florida

32413

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

850-231-6400

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01 Other Events.

On July 8, 2014, The St. Joe Company (the "Company") issued a press release announcing additional responsibilities for Patrick Bienvenue, the Company's Executive Vice President. A copy of the press release is filed with this Current Report on Form 8-K as Exhibit 99.1 and is incorporated by reference herein.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99.1 Press Release dated July 8, 2014 Attached.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

The St. Joe Company

July 11, 2014

By: */s/ Marek Bakun*

Name: Marek Bakun
Title: Chief Financial Officer

Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99.1	Press Release - Bienvenue Additional Responsibilities



The St. Joe Company
133 South WaterSound Parkway
WaterSound, FL 32413
850-231-6400

FOR IMMEDIATE RELEASE

**THE ST. JOE COMPANY ANNOUNCES
ADDITIONAL RESPONSIBILITIES FOR PATRICK BIENVENUE**

WATERSOUND, Fla. - (July 8, 2014) — The St. Joe Company (NYSE: JOE) today announced that Patrick Bienvenue will assume an expanded role as Senior Advisor to the Company’s Chairman of the Board, in addition to his existing responsibilities as Executive Vice President.

Park Brady, St. Joe’s Chief Executive Officer, said: “St. Joe is developing the long-term, strategic plans necessary for the Company’s regional development initiatives in Northwest Florida for decades to come and, reporting to the Chairman, Patrick has agreed to lead this effort.”

Mr. Bienvenue has served as Executive Vice President of The St. Joe Company since August 2011 and brings an extensive 30 year career in real estate investment, planning, development and management to this expanded role.

Important Notice Regarding Forward-Looking Statements

Statements in this press release that are not historical facts are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, including statements about our beliefs, plans, goals, expectations and intentions. Forward-looking statements involve risk and uncertainty, and there can be no assurance that the results described in such statements will be realized. Such statements are based on our current expectations and we undertake no obligation to publicly update or reissue any forward-looking statements. Risk factors that may cause the actual results to differ are described in this press release and in various documents we have filed with the U.S. Securities and Exchange Commission, including our Annual Report on Form 10-K for the year ended December 31, 2013, and our Quarterly Reports on Form 10-Q.

About The St. Joe Company

The St. Joe Company is a Florida-based real estate development and operating company. The Company owns land concentrated primarily in Northwest Florida and has significant residential and commercial land-use entitlements in hand or in process. The Company also owns various commercial, resort and club properties. More information about the Company can be found on its website at www.joe.com.

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