

ST JOE CO  
Form 8-K  
February 10, 2004

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**SECURITIES AND EXCHANGE COMMISSION**

**WASHINGTON, DC 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) February 10, 2004

**The St. Joe Company**

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(Exact Name of Registrant as Specified in Its Charter)

Florida

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(State or Other Jurisdiction of Incorporation)

1-10466

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(Commission File Number)

59-0432511

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(IRS Employer Identification No.)

245 Riverside Avenue, Suite 500, Jacksonville, FL

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(Address of Principal Executive Offices)

32202

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(Zip Code)

(904) 301-4200

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(Registrant's Telephone Number, Including Area Code)

N/A

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(Former Name or Former Address, if Changed Since Last Report)

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**ITEM 9. REGULATION FD DISCLOSURE**

The purpose of this Form 8-K is to furnish Supplemental Information for the period ended December 31, 2003.

A copy of the Supplemental Information is furnished with this Form 8-K as Exhibit 99.1 and is incorporated by reference.

**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

Dated: February 10, 2004

By: /s/ Michael N. Regan  
Name: Michael N. Regan  
Title: Senior Vice President