

CURTIS C WILLIAM JR  
Form 4  
October 29, 2004

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, 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).

**STATEMENT OF CHANGES IN 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 \*  
CURTIS C WILLIAM JR

2. Issuer Name and Ticker or Trading Symbol  
SEACOAST BANKING CORP OF FLORIDA [SBCF]

5. Relationship of Reporting Person(s) to Issuer  
(Check all applicable)  
 Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Sr EVP & Chief Banking Officer

(Last) (First) (Middle)  
3410 BUCKINGHAMMOCK TRAIL  
(Street)

3. Date of Earliest Transaction (Month/Day/Year)  
10/28/2004

VERO BEACH, FL 32960

(City) (State) (Zip)

4. 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 Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned or Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock	10/28/2004		G <sup>(1)</sup>	V Amount 750 D Price \$ 0 <sup>(1)</sup>	70,194	I	Held by spouse
Common Stock					8,000 <sup>(2)</sup>	D <sup>(2)</sup>	
Common Stock					110	I	Held jointly by spouse, 4 daughters & daughter-in-law

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

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Pr Deri Secu (Inst	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Common Stock Right to Buy <sup>(3)</sup>	\$ 8.7879 <sup>(4)</sup>					07/01/1999	06/30/2008	Common Stock	48,600
Common Stock Right to Buy <sup>(5)</sup>	\$ 17.08					<sup>(6)</sup>	11/17/2013	Common Stock	15,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
CURTIS C WILLIAM JR 3410 BUCKINGHAMMOCK TRAIL VERO BEACH, FL 32960			Sr EVP & Chief Banking Officer	

## Signatures

Sharon Mehl as Power of Attorney for C. William Curtis, Jr. 10/29/2004

\_\_Signature of Reporting Person Date

## Explanation of Responses:

- \* 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).
- (1) Gifted 750 shares to charity

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- 4,000 shares represent a restricted stock award granted under Seacoast's 2000 Long-Term Incentive Plan which shall vest over 5 years at the rate of 20% on each anniversary of the date of grant (11/17/03), subject to continued employment. Another 4,000 shares represent a restricted stock award granted under Seacoast's 2000 Long-Term Incentive Plan which shall vest, subject to continued employment, over a 5-year performance period beginning January 1, 2004 as to the following percentage of shares based on the Company's EPS growth over the performance period compared to fiscal year 2003 EPS: 38% EPS growth=25% vesting; 50% EPS growth=50% vesting; 75% EPS growth=75% vesting; 85% EPS growth=100% vesting. Notwithstanding the above schedule, 100% of the performance based award shall vest on the fifth anniversary of the grant date if the Company achieves an ROE of at least 16.5% for 3 consecutive quarters during the performance period, regardless of whether the EPS targets are met.
- (2) Granted pursuant to Seacoast Banking Corporation of Florida's 1996 Long-Term Incentive Plan
  - (4) The Form 4 filing software only allows for numbers to be expressed up to four decimal places. The actual price of Mr. Curtis' stock options is \$8.787879.
  - (5) Granted pursuant to Seacoast Banking Corporation of Florida's 2000 Long-Term Incentive Plan.
  - (6) Vests over 5 years at the rate of 20% on the first anniversary of the date of the grant and then at the rate of 20% on each of the following four anniversaries thereafter, subject to continued employment.

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.