

Holland H. Russell III
 Form 4
 August 19, 2009

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 *
 Holland H. Russell III

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)
 EVP & Chief Banking Officer

(Last) (First) (Middle)
 C/O SEACOAST BANKING CORP.
 OF FLORIDA, P. O. BOX 9012
 (Street)

3. Date of Earliest Transaction
 (Month/Day/Year)
 08/18/2009

STUART, FL 34995

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

(City) (State) (Zip)

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 Following 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 | 08/18/2009 | | I | V Amount (A) or (D) Price \$ 2.6 | 4,284.2893 | D ⁽¹⁾ | |
| Common Stock | | | | | 2,658.895 | D ⁽²⁾ | |
| Common Stock | | | | | 121 | D ⁽³⁾ | |
| Common Stock | | | | | 2,000 | D ⁽⁴⁾ | |
| Common Stock | | | | | 1,090 | D ⁽⁵⁾ | |

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| | | |
|--------------|--------|------------------|
| Common Stock | 518 | D ⁽⁶⁾ |
| Common Stock | 22,222 | D |

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

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SEC 1474
(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 | 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) | Amount or Number of Shares | |
|--|--|--------------------------------------|--|---------------------|---|--|---|----------------------------|----------------------------|
| | | | | Code | V (A) (D) | Date Exercisable | Expiration Date | Title | Amount or Number of Shares |
| Stock-settled Stock Appreciation Rights ⁽⁷⁾ | \$ 27.36 | | | | | 07/06/2008 ⁽⁸⁾ | 07/06/2016 | Common Stock | 3,000 |
| Stock-settled Stock Appreciation Rights ⁽⁷⁾ | \$ 22.22 | | | | | 04/02/2009 ⁽⁸⁾ | 04/02/2017 | Common Stock | 28,198 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|--------------------------------------|-------|
| | Director | 10% Owner | Officer | Other |
| Holland H. Russell III C/O SEACOAST BANKING CORP. OF FLORIDA P. O. BOX 9012 STUART, FL 34995 | | | EVP & Chief Banking Officer | |

Signatures

Sharon Mehl as power of attorney for H. Russell
Holland, III

08/19/2009

__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) Represent shares held in the Company's Retirement Savings Plan
 - (2) Held jointly with spouse
Represents unvested time-based restricted stock awards granted under Seacoast's 2000 Long-Term Incentive Plan on 2/2/07 which vest in
 - (3) 25% increments beginning on the second anniversary of the date of grant, and each of the three anniversaries thereafter, subject to continued employment.
 - (4) Held in revocable trust
 - (5) Held in IRA
 - (6) Held in the Company's Employee Stock Purchase Plan as of December 31, 2008
 - (7) Granted pursuant to Seacoast Banking Corporation of Florida's 2000 Long-Term Incentive Plan
 - (8) Vest over five years in 25% increments beginning on the second anniversary of the date of grant (the date indicated) and each of the following three 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.