



APPLICATION

Thank you for your interest in serving the City of Palm Coast. This application is for the remainder of Council Member Cathy Heigher's term, which will end after the November 2026 election.

Applications are due by September 11, 2024 by 5 P.M.

Your completion of this application is necessary so that the members of the City Council can thoroughly review each application as part of their consideration for the appointment of District 4.

Please be advised that background screening of all applicants is required.

PLEASE ATTACH A RESUMÉ

- * Applicants must reside in District 4, maintain residency in District 4 for the duration of appointment, and must reside in District 4 for at least 45 weeks in the year.
* Council Members are required to file a Financial Disclosure with the City Clerk at the time of appointment and ANNUALLY thereafter with the Flagler County Supervisor of Elections.

CITY COUNCIL MEMBERS ARE SUBJECT TO THE SUNSHINE LAW AND PUBLIC RECORDS LAW.

1. PERSONAL

Name: Leslie F. Giscombe E-mail address: leslieg5522@gmail.com

Residence Address: 27 Wood Amber Lane District # 4

City: Palm Coast State: FL Zip: 32164

Mailing Address (If Different from Residence):

Home Phone: 386-931-4637 Business Phone: 800-671-1397

Date of Birth: 11/16/1963 Place of Birth: Brooklyn, New York

How long have you been a permanent resident of Palm Coast? 33 yrs

Do you reside in District 4 for at least 45 weeks in the year? Yes No

What year did you become a continuous resident of the City of Palm Coast? 1996

List all places of residence for the last five years.

Table with 4 columns: Address, City & State, From, To. Row 1: 27 Wood Amber Lane, Palm Coast, FL, 2006 - Present

Are you a registered voter in Flagler County? Yes No

Have you ever used or been known by any other legal name? Yes No

If yes, explain:

Are you a citizen of the United States? Yes No

If no, explain: _____

If you are a naturalized citizen of the United States, date of naturalization: _____

2. EMPLOYMENT HISTORY If retired, please list your previous occupation and employment history.

If retired, please list your occupation before retirement: _____

Occupation: Business Consultant (CEO), Current Employer: African American Entrepreneur Ass.

Current Business Address: 601 INNOVATION WAY

Daytona Beach FL 32114
City State Zip Phone #

List all of your employment history during the last five years. Include employers' name, business address, type of business, occupation, or job title and period(s) of employment.

Employer & Address	Type of Business	Occupational Title	Period of Employment
FNN, Gainesville FL	Community Dev.	Director of Data Infrastructure & Analytics	7/2023 - 3/2024

Have you ever been employed by any state, district, or local governmental agency in Florida? Yes No
If yes, identify the position(s), the name(s) of the employing agency and the period of employment.

Position	Employee Agency	Period of Employment

3. EDUCATION

High School: Blue Mountain Academy, Hamburg, PA, Year Graduated: 1982
Name & Location

List postsecondary educational institutions or programs attended:

Name & Location	Dates Attended	Certificate/Degrees Received
Daytona State College	2009 - 2011	AA, Economics
University of Florida	2011 - 2013	BSBA, Marketing & Entrepreneurship
Florida Institute of Technology University	2013 - 2015	MBA, International Business

4. MILITARY SERVICE

Are you or have you ever been a member of the Armed Forces? Yes No

Date of Service: _____

Branch or Component: _____

Date and Type of Discharge: _____

5. INTEREST/ACTIVITIES/COMMUNITY AND/OR CIVIC INVOLVEMENT?

Are you currently or have you ever served on any City Volunteer Board or Committee? Yes No

If yes, which Board or Committee? See Attached document

List any business, professional, occupational, civic, or fraternal organizations or community groups of which you have been a member during the past five (5) years.

Name of Organization(s)

- 1. Flagler Tiger Bay Club (Founding Member)
- 2. African American Culture Society

6. QUALIFICATIONS FOR APPOINTMENT

State your experiences and interests or elements of your personal history that qualify you for this appointment.

See Attached document

Have you received any degree(s), professional certification(s), or designation(s) related to the subject matter of this appointment? If yes, list below: Yes No

- 1. AA Economic 2. BSBA Marketing & Entrepreneurship
- 3. MBA International Business

Do you currently hold any office or position (appointive, civil service, or other) with any government entity? If yes, list below: Yes No

Have you ever been elected or appointed to any public office? If yes, list below: Yes No

Office Title Date of Election or Appointment Term of Office Level of Government

Have you or a business of which you have been an owner, officer, or employee, held any contractual or other direct dealings during the last four (4) years with City government, including the City of Palm Coast to which you have been appointed or are seeking appointment? Yes No If yes, explain below:

Name of Business Relationship to the Business Business Relationship to Agency

Have you held or do you hold any occupational or professional licenses(s) in the State of Florida? Yes No If yes, provide the information below. If any disciplinary action (fine, probation, suspension, revocation, disbarment, etc.) has been taken against you by the issuing authority, state the type and date of this action.

License/certificate Title & No. Original Date of Issuance Issuing Authority Disciplinary Action/Date

How do you believe that your education, experience, talents, and skills will benefit the work of the City Council and are you willing to act as a decision maker and not as an advocate, as required by law?

See attached document

7. REFERENCES – Please list three references (business and/or personal)

See Attached document

Name, Address & Telephone Number

u

Name, Address & Telephone Number

u

Name, Address & Telephone Number

8. ACKNOWLEDGMENT

If required by law, will you file a financial disclosure statement? Yes No

I understand the responsibilities associated with being a member of the City Council and that I am subject to financial disclosure laws and ex parte communications rules and that I will be subject to the Code of Ethics for Public Officers and Employees and City rules of conduct.

I certify that I have adequate time to serve if appointed and that I will serve in accordance with the requirements of the City Council to which I am appointed.

Further, by executing this application below, I am authorizing City staff to perform a personal background screening, which shall include a general criminal records check and other checks relative to City Council for which I am applying.

Signature

9/5/2024 Date

RETURN TO: City Clerk's Office, City of Palm Coast, 160 Lake Avenue, Palm Coast, Florida 32164

PHONE: 386-986-3713, FAX: 386-986-3714, EMAIL: kcook@palmcoastgov.com, WEBSITE: www.palmcoastgov.com

ALL CITY COUNCIL MEMBERS ARE SUBJECT TO THE SUNSHINE LAW AND PUBLIC RECORDS LAW.

*SUNSHINE LAW: The primary purpose of Government in the Sunshine Law is to assure public access to the decision-making processes of public boards and commissions. The Sunshine Law extends to discussions and deliberations as well as to formal actions taken by boards and commissions.

LESLIE F. GISCOMBE, MBA

leslieg5522@gmail.com Mobile: +1 (386) 931-4637

PROFESSIONAL EXPERIENCE

Founder/CEO

African American Entrepreneurs Association, Inc. / www.aeassociation.org

Daytona Beach, FL., January 2018 – Present

- Established and led the AAEA organization dedicated to economic development in the BIPOC community supporting entrepreneurship. The AAEA has established strong relationships with the United States Small Business Administration (SBA) across Alabama, Georgia, and Florida and with the US Census Bureau, underscoring my commitment to fostering economic growth at both local and regional levels.
 - A) Over 52 businesses started
 - B) \$6.5 million in SBA (EIDL) loan program issued to small businesses
 - C) \$39,500 micro-grants awarded
 - D) AAEA Nationwide Chapters in Florida, Alabama, Georgia
 - E) International Chapter in the continent of Africa (Ghana) Partnered with Palm University College
- Developed and implemented programs to enhance support for BIPOC businesses, fostering partnerships with local and regional stakeholders.
 - A) **Access to Capital** / BBIF, Auburn University, University of Florida, United States (SBA), US Census Bureau, Fifth Third Bank, SouthState, TD Bank, Truist, First Community of Central Alabama, Grow with Google High Impact Partner
 - B) **Mind Your Business Mental Health** / Truist & AdventHealth
Avondale & Associates Psychological Services, Life-Spire Counseling Services, LLC
- Drive strategic initiatives that empower BIPOC entrepreneurs and contribute to economic growth.
 - A) Official sponsor of the MiLB Daytona Tortugas “The Nine” initiative honoring Jackie Robinson breaking the color barrier.
- Established National Black Business Month Proclamations
 - A) Flagler County Commissions, City of Palm Coast, City of Bunnell, City of Flagler Beach, City of Daytona Beach, Beverly Beach, City of Montgomery, Alabama
- Entrepreneurship Scholarship
 - A) Awarded Entrepreneurship Scholarship to a Flagler Palm Coast High School Student \$500, June 2018

Founder/CEO

African American Entrepreneurs Club, LLC

Palm Coast, FL., June 2016 – December 2017

- Provided consulting and business services supporting African American and minority entrepreneurs.
- Engaged the community through networking events and resource-sharing initiatives to promote business development.

Founder & CEO

RegroupUSA, Inc.

Palm Coast, FL., October 2010 – October 2015

- Developed partnerships and cause marketing campaigns to support non-traditional higher-education students.
- Administered scholarships and educational programs that benefited non-traditional students and their families.

Consultant

SIFE Emerging Leader / University of Florida

Gainesville, FL., January 2013 – May 2013

- Led a team in analyzing a local nonprofit organization's marketing and operational needs.
- Conducted SWOT analyses and developed strategic marketing plans to improve organizational effectiveness.

Managing Owner

Pure Kitchen & Bath Design

Palm Coast, FL., August 2003 – October 2007

- Managed all aspects of the business, including recruitment, training, payroll, and client relations, resulting in \$1.7 million in gross sales.
- Developed customized design services for residential and commercial clients with custom home builders.

Founder & CEO

Pure International, Inc.

Palm Coast, FL., June 2000 – August 2003

- Led marketing campaigns that increased sales by 40% and achieved over \$4 million in total sales.
- Managed a sales team and expanded product reach to international markets, including registration in Jamaica.

Managing Director

Health-Pro, Inc.

New York, NY | December 1997 – June 2000

- Implemented operational and marketing strategies that grew sales by 250%.
- Directed marketing programs that expanded business into the Caribbean region, driving annual sales to \$3 million.

EDUCATION

Master of Business Administration (MBA) in International Business

Florida Institute of Technology University, *Melbourne, FL*, December 2015

Bachelor of Science in Business Administration (BSBA) in Marketing & Entrepreneurship

Warrington College of Business, University of Florida, *Gainesville, FL*, August 2013

Associate of Arts (AA) in Economics

Daytona State College, *Daytona Beach, FL*, May 2011

COMMUNITY INVOLVEMENT

- **Advisory Board Member, Entrepreneurial Education and Training (EET), Daytona State College, 2022-Present**
 - A) I currently serve as an Advisory Board Member for the Entrepreneurial Education and Training (EET) program at Daytona State College, where we contribute to shaping the direction of entrepreneurial education.
- **Committee Member, Flagler Schools Minority Educator Recruitment and Retention Committee / 2018-2019**
- **Committee Member, CareerSource Florida - Gig Economy Research Project / 2019-2020**
 - B) This study, commissioned by the state workforce development board, presents findings about the characteristics of independent workers and the expanding nature of gig work, including various non-traditional work arrangements often enabled through online platforms. Drawing on national and Florida-specific data, the study identifies challenges and opportunities associated with the growing trend for workers and industry. The report reinforces the importance of adapting education and training programs to meet Florida's changing workforce needs.
- **Marketing Committee Member, Volusia Business Resources (VBR) / 2022-Present**
 - A) Proposed and developed the "VBR Week" concept, a virtual event where resource partners share their services and tools with the community.
 - B) It was successfully advocated for VBR Week to be recognized annually, with official acknowledgment from the Volusia County Council after a formal vote.
 - C) Continue to contribute to promoting and organizing VBR Week and other marketing initiatives to enhance resource accessibility for community businesses.
- **Flagler Tiger Bay Club – Founding Member / 2019 – Present**
- **Access Montgomery – Resource Partner / 2024-**
 - A) Partnered with the City of Montgomery to spotlight local companies and provide resources to small business owners

PROFESSIONAL SKILLS

- Strategic Leadership, Business Development, Economic Development
- Public Speaking & Communication
- Nonprofit Management & Entrepreneurship
- Sales & Marketing Strategies
- Project Management & Team Leadership
- Networking & Relationship Building
- Strategic Thinking & Planning

Leslie F. Giscombe

References:

1. Jamie Kraft, MBA, Director of Entrepreneurship and Innovation, Warrington College of Business University of Florida, Gainesville, FL, 352-273-0330
2. Dr. Alvin Jackson, City Manager, City of Bunnell, FL, 561-722-5402
3. Connie Garzon, MBA, UCF & Volusia County Incubator, Daytona Beach, FL, 386-872-3100

Experience and Qualifications:

I bring a wealth of knowledge and expertise with an AA degree in economics, a BSBA In Marketing from the University of Florida, and an MBA in International Business. My organization has established strong relationships with the United States Small Business Administration (SBA) across Alabama, Georgia, and Florida and with the US Census Bureau, underscoring my commitment to fostering economic growth at both local and regional levels.

In addition to my academic and professional background, I have cultivated valuable public and private relationships with various local and state organizations, banking partners (Fifth Third Bank, SouthState, TD Bank, Truist), AdventHealth, and economic development professionals. These connections enable me to advocate effectively for initiatives that drive community prosperity.

Furthermore, I have served on a committee for CareerSource Florida, where I contributed to a state-funded six-month research project examining the Gig Economy and its implications for Florida. This experience has given me profound insights into emerging economic trends and their potential impact on our community, showcasing my deep expertise in this area.

Interest/Activities/Community and Civic Involvement:

I am actively involved in supporting education and entrepreneurship within our community. I currently serve as an Advisory Board Member for the Entrepreneurial Education and Training (EET) program at Daytona State College, where I contribute to shaping the direction of entrepreneurial education. Additionally, I was a committee member of the Flagler Schools Minority Educator Recruitment and Retention Committee during the 2018-2019 school year. In this role, I worked to enhance diversity within our local educational institutions. My organization, the African American Entrepreneurs Association (AAEA), sponsored the plaque awarded to two teachers for their contributions.



Kevin Doyle
Chairman

Michelle Dennard
President & CEO

May 31, 2019

Leslie Giscombe, MBA
Chairman, Founder & CEO
African American Entrepreneurs Association
4883 Palm Coast Parkway NW, Unit 1
Palm Coast, Florida 32137

Dear Leslie:

Thank you for attending the May 23rd meeting of the CareerSource Florida Board of Directors and for participating in the panel discussion on the Gig Economy. Your contributions of time, talent and energy engaged our board and provided vital information about necessary resources for minority businesses and entrepreneurs. The information you provided about the African American Entrepreneurs Association, its mission and the role of nonprofit organizations in the Gig Economy was especially helpful. We particularly appreciate your insights related to serving individuals with barriers to employment, providing financial opportunities, emphasis on skills development and leveraging educational training providers.

We greatly appreciate your input on this topic. We look forward to working with you and the African American Entrepreneurs Association as CareerSource Florida continues exploring the impact of the Gig Economy on Florida's minority owned businesses, job seekers; and, how the workforce system can best assist independent workers.

Thank you again for participating. If CareerSource Florida can ever be of assistance to you or the African American Entrepreneurs Association, please contact me directly.

Sincerely,

Mary

Mary B. Lazor
Vice President
Strategic Policy and Performance

*Leslie,
It was a pleasure
meeting you and
learning more about
your services.
Also, enjoyed meeting
your mother. Mary*

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careersourceflorida.com   

RICK SCOTT
FLORIDA

ARMED SERVICES
HOMELAND SECURITY
COMMERCE, SCIENCE, AND
TRANSPORTATION
BUDGET
SPECIAL COMMITTEE
ON AGING

United States Senate

February 27, 2020

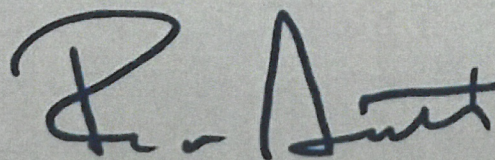
Dear Friends:

I am honored to join the African American Entrepreneurs Association in celebration of your 3rd Annual Black History Event Dinner. Thank you for honoring the history, culture and contributions of the African American community in Florida.

This month serves as an opportunity to recognize the many African-American business owners, organizations, community members and Floridians that have helped shape our great state's history, like the African American Entrepreneurs Association. Throughout my time as Governor, I worked to make Florida the best place for families and businesses to thrive, and our success would not be possible without hardworking Floridians like you. I am proud to be your partner in Washington as we continue working to strengthen Florida's economy and create more opportunities for Floridians, so every Florida family has the chance to live the American dream.

Again, thank you for honoring the history, culture and contributions of African-American leaders throughout our state and its history. You have my best wishes for a wonderful celebration.

Sincerely,



Rick Scott
United States Senator