

## Background and Purpose

Downtown Crossville, Inc. (DCI), in partnership with the City of Crossville, respectfully requests official designation of “Milo the Otter” as the City’s Official Mascot.

Introduced in 2025, Milo was created to personify Crossville’s community pride, natural beauty, and family-friendly energy. His name was chosen to honor Sergeant Milo Lemert, a World War I Medal of Honor recipient born and raised in Crossville, symbolizing the city’s enduring spirit of service and courage.

## Symbolism

- The Otter represents playfulness, curiosity, and connection to nature—qualities reflective of life on the Cumberland Plateau and Crossville’s proximity to rivers, streams, and lakes.
- Milo’s Persona brings these elements to life at public events, festivals, and educational programs, fostering unity and civic pride among residents of all ages.

## Community Impact

- Milo serves as the friendly face of local festivals such as *Friday at the Crossroads*, *Taste of Crossville*, and the *Downtown Christmas Tree Lighting*.
- His presence enhances tourism marketing, event engagement, and downtown identity efforts under the Tennessee Main Street Program.
- Children and families have embraced Milo as a beloved symbol of the city’s welcoming nature and small-town charm.

## Requested Action

Downtown Crossville, Inc. requests the City Council’s adoption of a resolution formally designating Milo the Otter as the Official Mascot of the City of Crossville. This action would:

- Celebrate Crossville’s local heritage and natural character
- Honor the memory of Sgt. Milo Lemert
- Strengthen the city’s community branding and tourism appeal