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Landmark Poconos Theater has New Leadership

Nonprofits aim to enhance arts and cultural destination

Stroudsburg, PA (October 14, 2025) - The historic [Sherman Theater](#) in downtown Stroudsburg is entering a new chapter in its legacy as the [Pocono Mountains Visitors Bureau](#) (PMVB) officially assumes management responsibilities. Following nearly a year of due diligence at the request of the Sherman Theater board, the PMVB and Sherman Theater boards voted in late September to enter into a management agreement.

This strategic move marks a collaborative effort to strengthen the arts as a cornerstone of Stroudsburg's cultural and economic identity. The Sherman Theater will continue to operate as a separate 501(c)(3) nonprofit organization with its own board of directors, PMVB will also remain an independent nonprofit entity as a 501(c)(6). As part of the transition, the Sherman Theater board has been reconstituted, with President & CEO Rich Berkowitz and two other board members stepping down. Berkowitz will still be a presence by booking events at the facility and advising new management.

"In the short term, operations at the Sherman will remain unchanged," said Chris Barrett, Vice President and General Manager of the Sherman Theater. "But we envision a vibrant future where the arts become a defining product of Stroudsburg, with the Sherman Theater serving as an anchor for a dynamic destination — a true mecca for creativity and culture in the Pocono Mountains."

Incredible work has been done by so many individuals over the years to build Stroudsburg downtown and the arts scene. The PMVB is committed to expanding that legacy. Plans are underway to develop a new arts-focused initiative that will enhance the region's appeal and provide fresh opportunities for community engagement and tourism.

"We invite everyone to be part of this exciting journey," Barrett added. "This is just the beginning of a broader conversation about building a thriving arts ecosystem in Stroudsburg."

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About the Pocono Mountains Visitors Bureau

Pocono Mountains visitor information is available online at PoconoMountains.com or by phone at (570) 421-5791. Established in 1934, the Pocono Mountains Visitors Bureau is a private, non-profit membership organization. The PMVB is the official destination marketing organization for the four counties of Wayne, Pike, Monroe, and Carbon in Northeastern Pennsylvania. The PMVB operates the 24/7 [Pocono Television Network](#) which can be found on streaming, broadcast and cable.

About the Sherman Theater

The Sherman Theater first debuted on January 7th, 1929; exposing the Stroudsburg area to newfound cultural beginnings on opening night with Stan Laurel and Oliver Hardy. Through the decades, the theater became the central point of the community. The Sherman Theater is proud to have served our community by featuring demanded artists, assisting in the betterment of the community, and always having our doors open for the public!