

Bloomberg Government's Top-Performing Lobbying Firms of 2017

- 38 lobbying firms made list amid record year for business
- List uses revenue, customer retention to pick and rank firms

By Jorge Uquillas | March 6, 2018 2:48PM ET

A new administration and once-in-a-generation rewrite of the tax code helped make 2017 a record year for lobbying firms.

Lobbying spending increased to \$1.53 billion last year, the highest annual revenue total since 2011. The 9.1 percent year-over-year growth in revenue was also the highest rate of increase in a decade.

Bloomberg Government predicted a “Trump bump” in lobbying that came to fruition as companies, associations, and local governments hired lobbyists to work on legislation to repeal and replace Obamacare, the administration’s action on trade, and the annual battle over spending. The successful effort to overhaul the tax code in the last three months of 2017 provided a burst of revenue to what was already a very remunerative year for lobbyists.

Two-thirds of the largest lobbying firms—those with at least \$1 million in lobbying revenue in 2017—grew last year. That’s in sharp contrast to lobbying firm performance in 2016, when 51 percent of firms reported lower revenue year-over-year.

With last year’s lobbying data now filed and tallied, Bloomberg Government has reviewed the numbers and used our proprietary business analytics to identify the year’s top-performing lobbying firms.

Of roughly 1,934 lobbying firms that filed disclosure reports with the Senate during 2017, 38 met all of our criteria—eight more than last year—and are included in the top performer list. The 38 firms earned a combined total of \$200 million in lobbying revenue in 2017, about 11 percent of all external lobbying spending.

The No. 1 firm, Federal Advocates Inc., increased its revenue by 214 percent in 2017, and reported an additional six lobbyists. Two of Federal Advocates’ new clients in 2017, Coyote Spring Investment LLC and Albert D. Seeno Construction Co., contributed about half of the firm’s revenue.

Top-Performers of 2017

The 38 top-performing firms of 2017, in alphabetical order, are: BGR Government Affairs LLC, Capitol Tax Partners LLP, Carpi & Clay Government Relations, Cassidy & Associates Inc., Cornerstone Government Affairs LLC, Cove Strategies, Cypress Advocacy LLC, Doerrer Group LLC, East End Group LLC., Federal Advocates Inc., Federal Policy Group LLC, Fidelis Government Relations LLC, Fierce Government Relations LLC, FrogueClark LLC, Geoffrey Gray, Gibson Group LLC, Kadesh & Associates LLC, Kountoupes Denham Carr & Reid LLC, Mehlman Castagnetti Rosen & Thomas Inc., Missy Edwards Strategies LLC, Nathanson & Hauck, Natural Resource Results LLC, Navigators Global LLC, Nickles Group LLC, Pace LLP, Penn Hill Group, Polaris Consulting LLC, Prime Policy Group LLC, Raffaniello & Associates LLC, Rising Tide Associates LLC, Roosevelt Group LLC, S-3 Group LLC, Simmons & Russell

Group LLC, **Strategic Health Care Co.**, Thorsen French Advocacy LLC, Tiber Creek Health Strategies Inc., Todd Strategy LLC, and Whitmer & Worrall LLC.

Six of the firms on the list made the 2016 list, seven made the 2015 list, and two are making their third straight appearance.

Methodology

Bloomberg Government analyzed Lobbying Disclosure Act filings to identify lobbying firms that met the \$1 million threshold and exceeded the following five business performance criteria:

- Growth in revenue
- Growth in average revenue per client
- A one-year retention rate of 80 percent or more
- A three-year retention rate of 60 percent or more
- Revenue per registered lobbyist of \$400,000 or more

Relative performance in each of the five business performance criteria was then calculated to determine the placement of the 38 firms on the list.