

# 2015 TOP LOBBYING FIRMS.

**Bloomberg**  
GOVERNMENT

# LOBBYING BY THE NUMBERS.

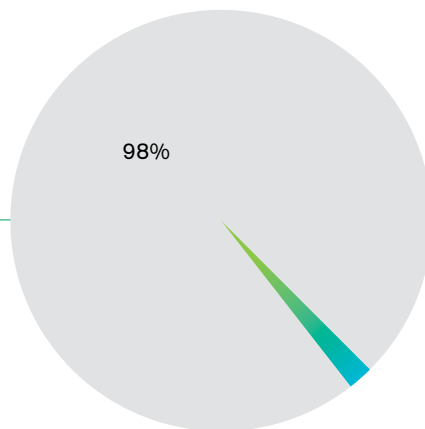
AN OVERVIEW OF LOBBYING ACTIVITY FOR 2015.

Only 43 firms met Bloomberg Government's criteria for top performance. These 43 firms make up...

# 2%

of all registered lobbying firms

- 43 Top Lobbying Firms
- All Other Registered Lobbying Firms



# 1764

Number of lobbying firms

# 205

Number of lobbying firms with revenue of \$1 million or more

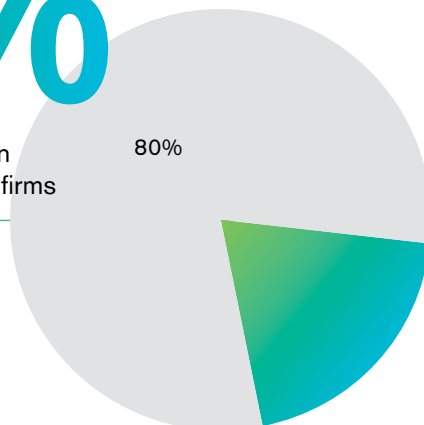
# 1%

Decline in lobbying spending year over year

# 20%

of all corporate and association spending on external lobbying firms

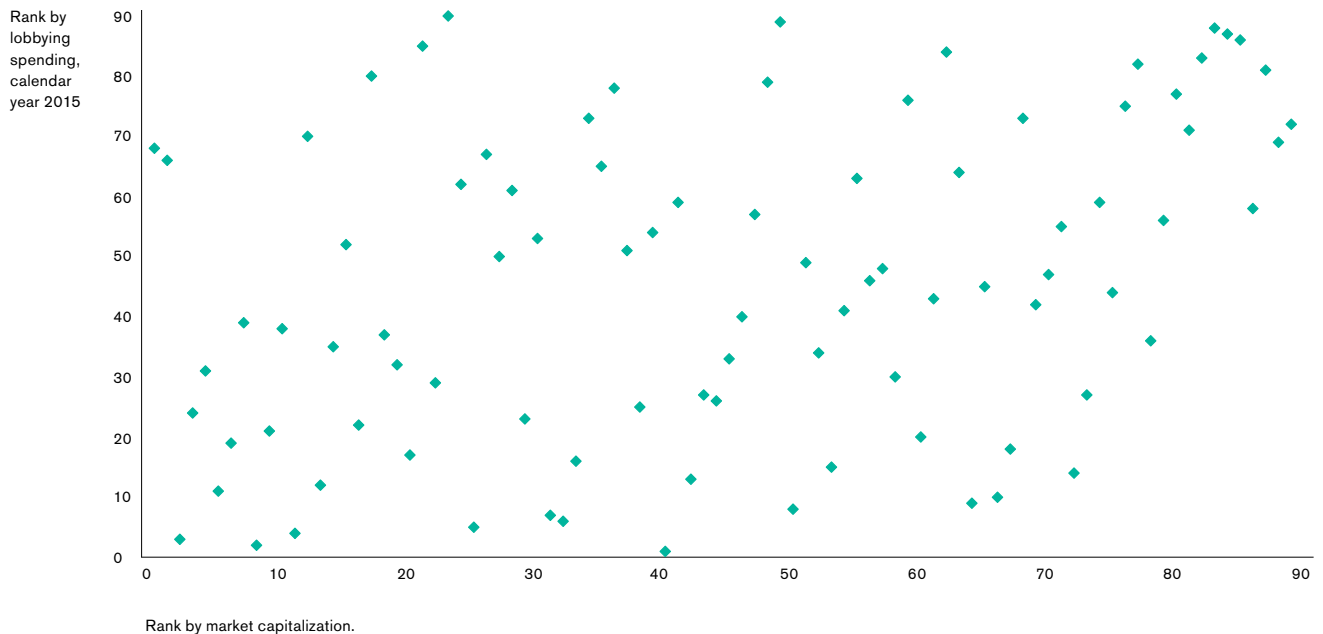
- Top Lobbying Firms
- All Other Firms





# THREE INSIGHTS FROM 2015 LOBBYING DATA.

## SIZE OF COMPANY VS. LOBBYING SPENDING.



The graph above represents the market capitalization ranking of the top corporate lobbying spenders and their lobbying expenditure rank.

One would expect the dots to generally form an upward sloping line — the more at risk, the more lobbying spending. However, the pattern is actually random.

### Insight 1

Lobbying firms can help companies better understand their risk by showing them the disproportionate benefit they could receive from lobbying.

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**48%**

Percent of fourth-quarter registrations that came from clients that had never lobbied before

## Insight 2

Lobbying is not a zero-sum industry. One critical opportunity for lobbying firms to develop new business may be to seek work from companies that currently spend nothing on lobbying.

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**\$26,590**

Average fourth-quarter payment from clients with an existing relationship with the external lobbying firm (current clients)

**\$21,678**

Average fourth-quarter payment from new clients with no existing relationship with the external lobbying firm (new clients)

## Insight 3

While a huge opportunity exists to grow lobbying revenue with companies new to lobbying, the business comes at a slight discount relative to clients that have already been engaged in lobbying.

# 2015 TOP LOBBYING FIRMS.

For as long as there have been lobbyists (see: a long, long time), various organizations have had to subjectively choose the “best of the best.” Not anymore. Bloomberg Government takes a data-driven approach that looks across six critical business performance metrics to determine 2015 top performers.

Only 43 firms out of nearly 1,800 exhibited revenue growth, accretive growth (a positive percentage change in year-over-year average revenue per client), high customer satisfaction and sizable revenue per registered lobbyist.

<b>LOBBYING FIRM</b>	<b>2015 REVENUE</b>
Allegiance Strategies, LLC	\$2,300,000
BGR Government Affairs, LLC	\$17,508,000
Bluestone Strategies LLC	\$1,065,000
CGCN Group	\$7,796,750
Cornerstone Government Affairs	\$15,286,000
Cypress Advocacy, LLC	\$3,056,000
Ernst & Young LLP	\$11,470,000
Ervin   Hill Strategy	\$2,270,000
Gibson Group, LLC	\$1,130,000
Innovative Federal Strategies, LLC	\$2,836,000
Keelen Group, LLC	\$1,518,000
LHD & Associates Inc.	\$1,270,000
Lugar Hellmann Group LLC	\$2,404,000
Monument Policy Group	\$5,458,000
Nathanson+Hauck	\$2,250,000
Natural Resource Results, LLC	\$1,264,000
Ogilvy Government Relations	\$10,094,000
Penn Hill Group	\$2,985,000
Porterfield, Fettig & Sears LLC	\$3,598,000
Public Strategies Washington, Inc.	\$2,620,000
Raffaniello & Associates, LLC	\$2,444,000
Rich Feuer Group	\$3,305,000
The Russell Group	\$4,050,000
Van Scoyoc Associates Inc.	\$21,698,000
Washington Tax & Public Policy Group LLC	\$5,584,000

# TOP LOBBYING/ LAW FIRMS.

Lobbying practices in law firms showed different performance characteristics than those of pure lobbying shops and thus are evaluated by different benchmarks.

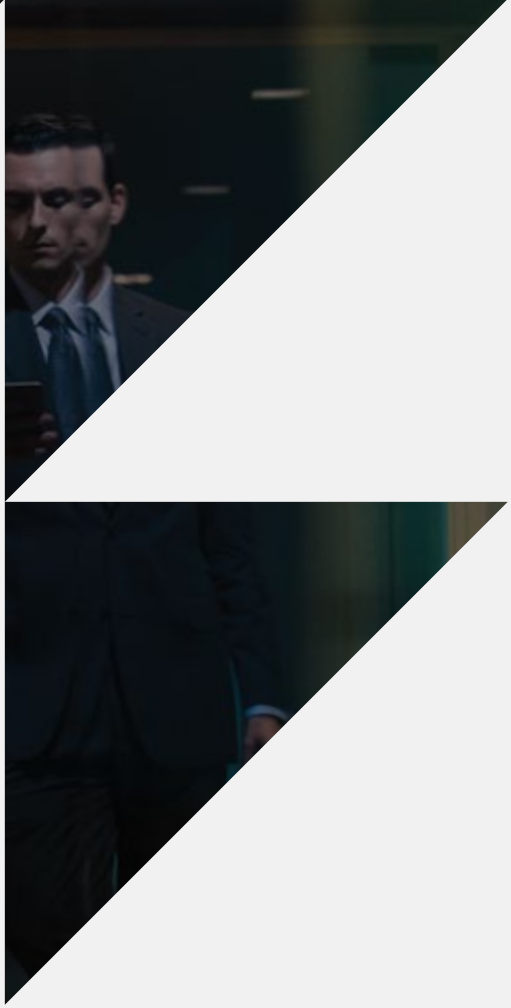
<b>LOBBYING FIRM</b>	<b>2015 REVENUE</b>
Adams and Reese LLP	\$2,674,500
Akin Gump Strauss Hauer & Feld LLP	\$39,570,000
Bracewell LLP	\$6,083,000
Covington & Burling LLP	\$13,587,887
Davis & Harman LLP	\$3,534,000
DLA Piper	\$9,594,000
Hogan Lovells US LLP	\$12,722,000
Holland & Knight LLP	\$19,844,000
Hunton & Williams LLP	\$1,903,000
Jochum Shore & Trossevin PC	\$1,564,000
K&L Gates LLP	\$18,160,000
McGuiness & Yager LLP	\$2,140,000
Miller & Chevalier	\$3,508,000
Morgan, Lewis & Bockius LLP	\$1,546,000

# TOP NEW LOBBYING FIRMS.

One of the key criteria that Bloomberg Government evaluates is three-year client retention rate, which automatically excludes lobbying firms that did not file in 2012. Here are the best-managed new lobbying firms.

<b>LOBBYING FIRM</b>	<b>2015 REVENUE</b>
Atlantic Strategies Group LLC	\$1,515,000
Jackson Vaughn Public Strategies, LLC	\$1,440,000
SBL Strategies LLC	\$2,562,000
The Simmons & Russell Group	\$2,840,500





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**Identify new business.**

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