*** § 404-v. Issuance of distinctive "Discover Queens" license plates.** 1. Any person residing in this state shall, upon request, be issued a distinctive "Discover Queens" license plate. The design of such distinctive plate shall be developed by the commissioner in cooperation with the Queens Tourism Council, a not-for-profit corporation organized and operated under the laws of this state, and recognized pursuant to section one hundred sixty-three of the economic development law, and shall utilize the trademarked "Discover Queens" logo, as well as any other language or information appropriate to the promotion of tourism in the Borough of Queens.

2. A distinctive "Discover Queens" plate issued pursuant to this section shall be issued in the same manner as other number plates upon the payment of the regular registration fees prescribed by section four hundred one of this article; provided, however, that an additional annual service charge of twenty-five dollars shall be charged for such plate. Each twenty-five dollars received as annual service charges under this section shall be deposited to the credit of the New York state "Discover Queens fund" established pursuant to section ninety-seven-aa of the state finance law and shall be used for tourism promotion projects pursuant to such section ninety-seven-aa within the county of Queens.

3. Provided, however, that one year after the effective date of this section, funds in the amount of five thousand dollars, or so much thereof as may be available, shall be allocated from such fund to the department to offset costs associated with the production of such license plates.

* NB There are 7 § 404-v's